VOGUE

INCORPORATING VANITY FAIR

ADVANCE RETAIL TRADE EDITION

see section facing page 110

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YOUNGER GENERATION · MAY 15, 1940 · PRICE 35 CENTS

Impressive for Guests

When you provide Martex towels for your guests you have the double satisfaction of knowing that you have provided the finest—and of knowing that they know it. Their soft clear colors and deep texture add the final touch of luxury to the guest's bathroom. Each of these patterns is available in complete ensembles including tufted mats and lid covers. And their long life will be a pleasant surprise to you for years to come.

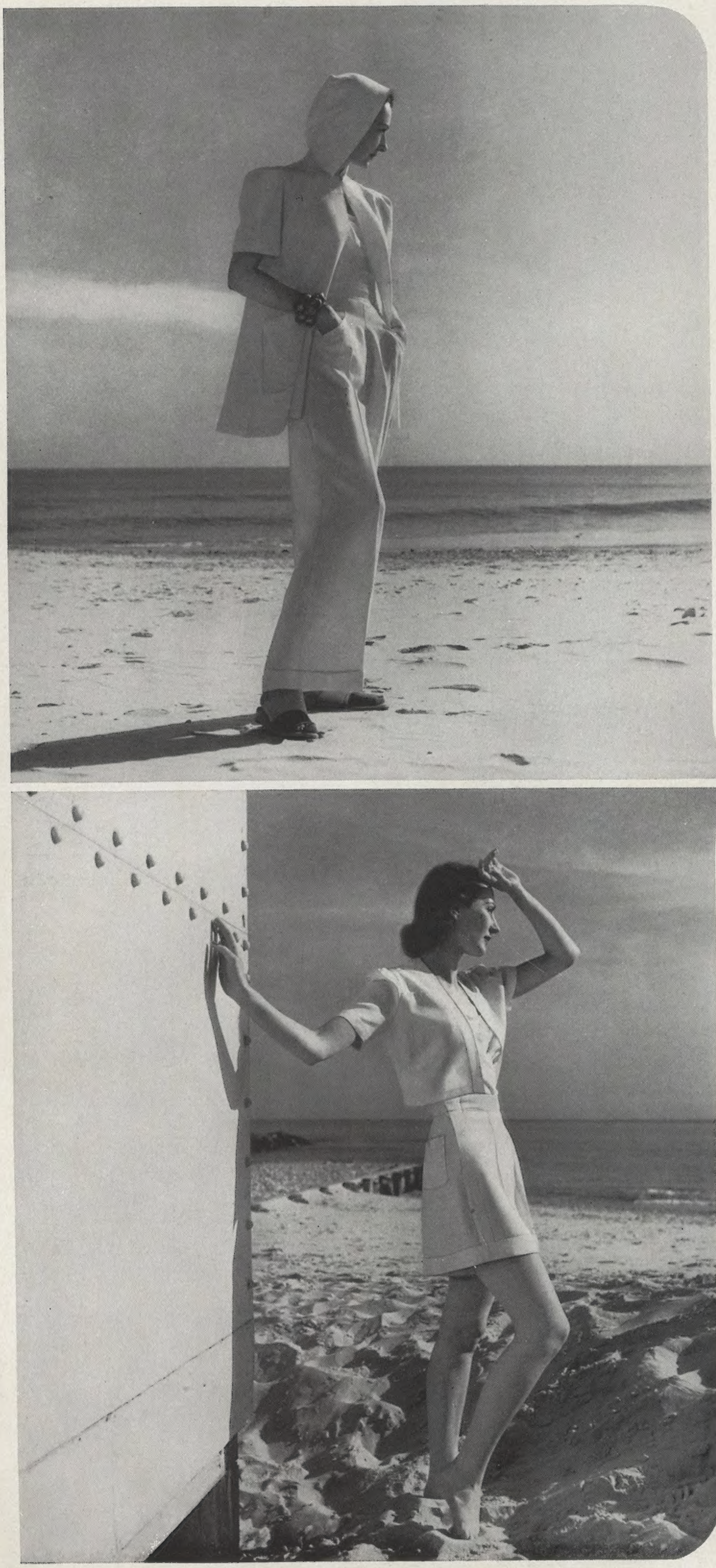
PRACTICAL FOR THE COUNTRY—Here are the towels you should take with you to shore, lake or mountains. A touch of gay color, yes, but with the accent on sturdiness and quick drying. These patterns are both inexpensive and long wearing because they, too, feature the long life plied yarn underweave which distinguishes all Martex towels.

ECONOMICAL FOR THE HOME—The Martex towels shown above allow you to decorate your own bathrooms without feeling extravagant. Your department store or linen shop will show you these patterns in colors designed to fit your room scheme.

Martex towels in complete ensembles are priced to meet practically anyone's budget. The Martex label can safely be your guide to satisfactory wear and long service in the bath towels you buy. Stores will do monogramming for you at little extra cost.

WELLINGTON SEARS COMPANY
65 Worth Street New York, N. Y.

Martex
BATH TOWELS



Frosty rayon faille rep — a Crown Tested Rayon Fabric, the season's smartest for play clothes! In slacks, hooded coat, halter, bolero, and shorts. As seen at Bonwit Teller, New York; Marshall Field & Co., Chicago; Bullock's-Wilshire, Los Angeles.

Crown Tested Rayon Fabrics

AMERICAN VISCOSE CORPORATION, World's Largest Producer of Rayon Yarn, 350 Fifth Avenue, New York

CROWN TESTED AND APPROVED
CROWN RAYON
TRADE MARK REG. U.S. PAT. OFF.

The First Name in Rayon...

The First in Tested Quality

Copr. 1940 American Viscose Corporation

Very Nice for May . . .
a "Radiant English Complexion"

A young skin wants YARDLEY'S "English Complexion" Cream for cleansing and refining, and for enduring softness. Its fresh luxury leaves your skin feeling soft and smooth as a baby's **$1.10**

● Or for June, or July, or for any month of the year. But especially so right now. When there's romance in every hint of green . . . in every bird-note. When the air is still with coming ecstasy . . . of words that will be spoken . . . of songs that will be sung.

And you, moving through it all, radiantly alive. Your skin as fresh as dew-drenched lilacs. As warm as the sun-spot on a kitten's back. Subtly interwoven with all of the springtime magic. Because your exquisite "English Complexion" is equally natural . . . and equally thrilling. You are wise to care for it so well with YARDLEY'S few simple beauty aids.

All the preparations on this page may be found at YARDLEY, 620 Fifth Avenue, and at finer shops throughout the country.

A skin that needs added care finds YARDLEY'S Cleansing Cream softens dryness and roughness soothingly, effectively. Cleanses thoroughly, gently . . . **$1.10**

A tired skin wants YARDLEY'S Night Cream for a rich texturing treatment. Particularly restful at the end of an exhausting day **$1.10**

Every skin wants YARDLEY'S Foundation Cream for a beautifully sleek finish of gardenia texture . . . **85c**

YARDLEY

VOGUE Incorporating Vanity Fair is published semi-monthly by The Condé Nast Publications, Inc., Boston Post Road, Greenwich, Connecticut.
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Demi-Debs take to Carnival Prints

REG. U. S. PAT. OFF.

IN A CROWN TESTED SPUN RAYON FABRIC

CROWN TESTED AND APPROVED CROWN RAYON TRADE MARK REG. U.S. PAT. OFF.

Full length zipper finished with pretty ornament—two pockets on blouse, slight notch in collar, and full skirt. Black, Navy, Copen, Brown, Raspberry Lemonade, and Aqua—all on White grounds.

Plaid done in squares, collarless, novelty buttons, lovely flared, gored skirt. Black, Navy, Copen, Brown, Raspberry Lemonade, and Aqua—all on White grounds.

Buttoned Front, two pockets and revers on blouse, full skirt. Black, Navy, Copen, Brown, Raspberry Lemonade, and Aqua—all on White grounds.

Demi-Deb dresses lend a gay note to summer fashions and are featured in a complete range of new colors at leading stores in your city, all sizes 14 to 44. Priced under $7.00. Sponsored by

Price-Schlesinger *Inc.* **1400 Broadway, N. Y. C.**

MODERN MERMAIDS

in Gantner Floating Bra Suits of Fashion Approved Enka Rayon

UP from a shining sea . . . modern mermaids at the Santa Barbara Coral Casino Club wear Gantner Swim Suits . . . their figures lovely under the gentle control of the Floating Bra. Smart women prefer Enka Rayon for their beach wear as for daytime and evening clothes. Left: Peppermint Candy Stripes, $6.95. Right: Angel Wings, $7.95.

This Enka Fashion Approved Tag is the symbol of verified quality and approved fashion.

ENKA RAYON

THE FASHION NAME IN RAYON STANDARD OF SUPERFINE YARNS

206 Madison Avenue, New York

Le Gant*
CORSELETTES
WON'T ROLL OVER
STA-UP-TOP*
Pat. No. 2,136,742
GIRDLES
Perfect for wear with Le Gant "Sta-Up-Top", is
A'lure, the s-t-r-e-t-c-h-a-b-l-e bra. $1.50 to $5.
Le Gant girdles and corselettes $5 to $35
Write for illustrated booklet—"Recipes for Figure Beauty"
The Warner Brothers Company • 200 Madison Avenue • New York, N. Y.
*Reg. U. S. Pat. Off.
In Canada, Parisian Corset Mfg. Co., Ltd., Quebec

Spring—Lohengrin and silver

IF YOU'VE A favorite spring bride on your gift list this season, remember that one of the surest ways to win a lifetime of thank-yous is with sterling flatware.

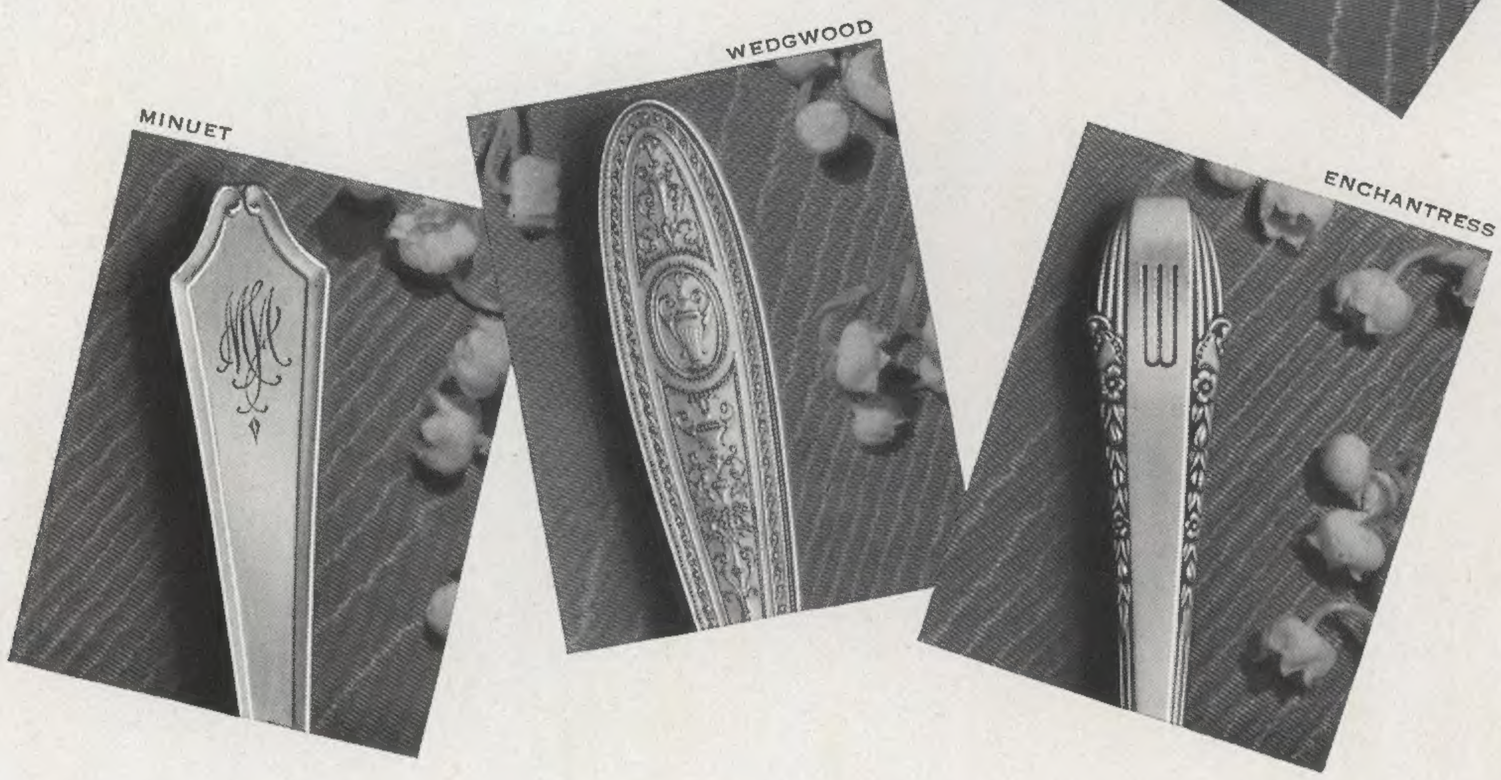
Let it be much or let it be little, depending on your budget. But by all means let it be a superlative make of sterling . . . such as International Sterling.

You'll see a few of the widely renowned International Sterling patterns on this page. Naturally, there are many more . . . beautifully wrought patterns appropriate to every decorative period and personal taste.

As for prices . . . an intimate, 6-piece "Me to You" set comes for as little as $16.75 ...a stunning, 36-piece service for six (favorite of givers and getters alike) starting at $100...with complete (and lavish) services for twelve up to $823.

What with organists already practicing their Lohengrin, hadn't you better go right down and see some International Sterling this very day?

International Sterling



(Advertisement)

SLIP INTO EYELET JERSEY OF *Celanese** RAYON...

by Charles Armour

They're simple and gay—the American way
And they're quick to shed wrinkles and dust.
You'll want one or more—for the country or shore
And for town days they're simply "a must".

*Reg. U. S. Pat. Off.

388 Sleeping Blue $25

389 China Blue $25

391 Coral $25

Slip into Eyelet Jersey—
And why not today?

• So if it's the new and distinctively different you're after—slip into Eyelet Jersey—Celanese rayon Jersanese*, breeze-cool against your skin. These embroidered conceits are the thing of the moment. Simplicity is their charm—yet they'll grace a dinner table as readily as a club veranda—and fit into every Summer occasion as easily as into your week-end bag.

390 White $25

IN NEW YORK
Franklin Simon

IN WASHINGTON
Woodward & Lothrop

IN CHICAGO
Carson Pirie Scott & Co.

And at other fine stores throughout the country.

Charles Armour, Inc.

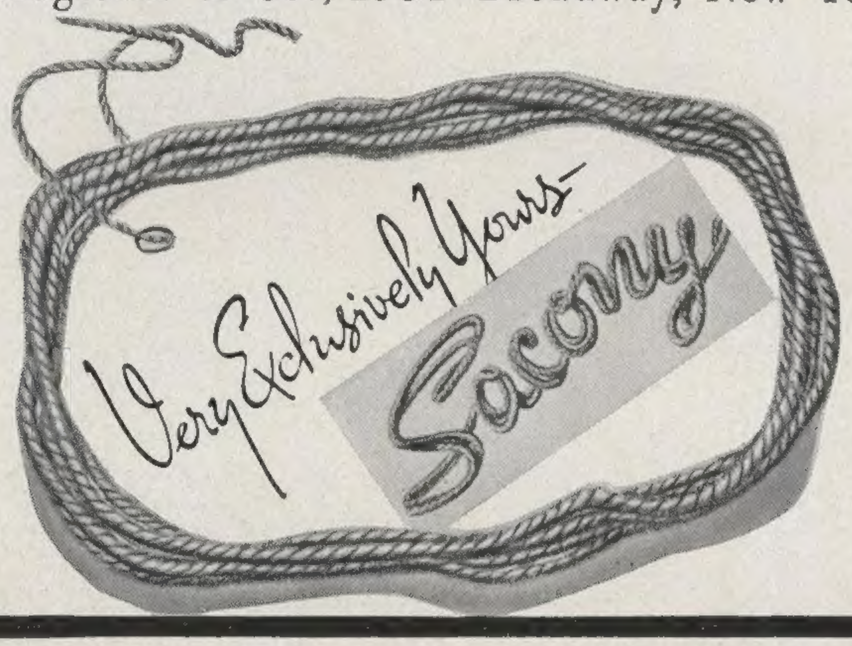
498 SEVENTH AVENUE • NEW YORK, N. Y.

Some fun in a very tailored trouser and jacket ensemble of genuine Palm Beach cloth. It's a new, softer version of this famous fabric, especially developed for women's sportswear and exclusive with Sacony. **19.95**

Just arrived and there's nary a wrinkle to show for it in this dot-over-dot Sacony dress of Ciella, the heavenly fabric. The harmonizing ribbed waistband is a great comfort and the gored skirt is definitely on the chic side. **19.95**

Beached on a sun-day in a striped Ciella dressmaker model, with an exceptionally full skirt. About the most flattering bathing suit to be seen in—or to swim in. The side zipper is a grand convenience, for dressing and vice versa. **8.95**

WHETHER you are packing up for a short week-end or the whole summer, go in style. Sacony is the magic fashion name in sportswear. Featured by better stores. Write for illustrated folder, *"First if by Land or Sea."* S. Augstein & Co., 1384 Broadway, New York.



"You're *hours* earlier than we expected!"

*The LaSalle Special Sedan, $1465** *(including white sidewall tires)*

WHETHER you're keeping an appointment half across the continent or just across the city, there's no better way to travel than *via* LaSalle.

You not only go swiftly; you go *safely*, as well. You not only save time; you save *energy*. And no matter how distant your destination, or how difficult the way, you arrive as fresh and unflurried as when you started!

LaSalle, you see, is built by Cadillac—and that makes a world of difference. For it means that LaSalle is constructed to the same standards that produce *the finest cars built today.*

The results are evident in everything the lovely LaSalle has and does. It whisks you along so silently that little but the passing scene tells you you're in motion. It obeys so readily that turning, parking, or threading through traffic, requires scarcely more effort than *thinking* about it. And it cradles you in such luxurious comfort that the longest journeys end all too soon!

Nor is that all! Cadillac, as usual, has thought of *everything*. LaSalle can give lessons in economy to smaller cars, and it is an inveterate enemy of service stations!

But why not see your Cadillac-LaSalle dealer and *drive* a LaSalle? That's the best way to learn what a wonderful difference LaSalle's kinship with Cadillac makes.

Cadillac Motor Car Division—builder of LaSalle, Cadillac and Cadillac-Fleetwood cars.

La Salle

A GENERAL MOTORS VALUE

CADILLAC V8 ENGINE

$1240 *for the Series Fifty Coupe *delivered at Detroit. Sedans start at $1280. Transportation based on rail rates, state and local taxes (if any), optional equipment, accessories—extra. Prices are subject to change without notice.*

When people say, "IT'S PONTIAC FOR PRIDE AND PERFORMANCE," *you can see many reasons for that in its striking new Body by Fisher. The Pontiac Torpedo 8 sedan above has a front seat 3 inches wider, a back window 18% larger, and stronger, safer Hi-Test Safety* Plate *Glass not only in the wider windshield, but in all door windows and Ventipanes as well.*

Let her Reign!

YOU'LL find that the 1940 Body by Fisher has everything it takes to rule the road these days—rain or shine.

Here, in the longest, widest, strongest Unisteel Body that General Motors cars have ever had, you're snugly secure against the storm outside — and not the least bit crowded.

Here, too, you enjoy the fresh air that showers bring, while drip shields over each Ventipane shut out the rain — while inimitable, crank-controlled Fisher No Draft Ventilation fully protects you from drafts.

And it's certainly nice to know that, even on the grayest days, you're sure of the best visibility possible — the result of Fisher Body Planned Vision.

You look ahead through a wider windshield. A larger back window and more accurately placed rear-view mirror increase your vision rearward. And with Safety *Plate* Glass not only in the windshield, but all around — your eyes are much less subject to strain and the resulting fatigue.

So is it any wonder that smart motorists have beauty, safety and comfort in mind when they say, "The buyword for '40 is Body by Fisher"—which means a General Motors car, of course.

UNISTEEL TURRET TOP

BODY BY Fisher

GM GENERAL MOTORS

ON GENERAL MOTORS CARS ONLY:

CHEVROLET · PONTIAC · OLDSMOBILE
BUICK · LA SALLE · CADILLAC

You will be delighted to see how perfectly Old Colonial and Old Newbury Sterling harmonizes with today's revival of the gracious charm in dress and decoration of the last century. Like all Towle patterns, they have a classic basis of design which makes their beauty ageless. Whether you enjoy traditional silver or later interpretations of lasting loveliness, there is a Towle pattern in solid silver which will please you today and be an heirloom of the future.

TOWLE *with unbroken craft traditions* SINCE 1690

Write for pictures and prices of all Towle patterns with chart of engraving suggestions.
New Book for Brides — "*How to Plan Your Wedding and Your Silver.*" Twenty-four fascinating pages. Very practical and a priceless record.
THE TOWLE SILVERSMITHS — Dept. K-5 — Newburyport, Mass.
Please send free folders on _____ patterns.
I enclose 10 cents for new book.
Name and Address _____

A DIRECTORY OF FINE HOTELS & RESORTS

VOGUE'S TRAVELOG

JUST TO KEEP POSTED:

May 6th—Kentucky Derby at Louisville, Kentucky.

May 8th-11th—At the Bermuda Lawn Tennis Club Invitation Doubles Tennis Tournament.

May 10th-11th—Annual May Music Festival at Ann Arbor, Michigan.

May 11th—Opening of New York's World's Fair.

May 18th—Annual Dog Show of the Ladies Kennel Association of America, on the grounds of the Garden City Hotel, Garden City, Long Island, New York.

May 18th—Annual Atlantic City Horse Show to be held in the Municipal Convention Hall. One of the largest horse shows of the year.

May 25th—Morris & Essex Kennel Club Show to be held at Giralda Farms, Madison, New Jersey.

May 25th—Opening of Golden Gate Exposition.

May 30th—Around Absecon Island Motor Boat Race at Atlantic City, New Jersey. Race closed to runabouts because of the danger of the course.

June 1st-2nd—At Albuquerque, New Mexico. Feast Day of San Felipe de Nesi.

ARIZONA

Cottonwood

Spring Creek Ranch. Modern. Spend summer at our camp, White Mts., Grand Canyon, Painted Desert, Lion hunting, Trout fishing, riding, hounds, high, cool.

Tucson

Santa Rita Hotel, 250 rms. Tucson's Social center; Western hospitality & atmosphere. Excellent cuisine; Famous dance bands. Polo, Golf. Nick Hall, Mgr.

ARKANSAS

Hot Springs National Park

ARLINGTON HOTEL AND BATHS

One of the South's finest resort hotels: exceptional Bath House facilities. Curative hot waters owned and recommended by U. S. Gov't for arthritis, high blood pressure, heart ailments, etc. 3 Golf courses, riding horses, forest trails, pine-laden air, genial climate. Excellent cuisine. Social calendar. For folder, tariffs and reservations, address W. E. Chester, President and General Manager.

CALIFORNIA

Brookdale

Brookdale Lodge. "Known and loved all over the world"—so travelers say. Mountain brooks running through enclosed dining room. Big Tree Country.

Tahoe

Tahoe Tavern, Lake Tahoe, Calif. In high Sierras. Elevation 6225 ft. Delightful climate. All outdoor sports. American Plan. Season June 27 to Sept. 3.

COLORADO

Brook Forest

Brook Forest Inn. A Swiss Chalet at 8,000 feet altitude. Saddle horses. 400 acres private park. Excellent food. Write for folder. Edwin F. Welz, owner.

Colorado Springs

The Broadmoor. In the shadow of Pike's Peak. Sports and social center of the Rockies. Metropolitan luxury, smart entertainment. Brochure on request.

Evergreen

TROUTDALE-IN-THE-PINES

Luxurious 140-room hotel and 35 rustic cabins in the heart of cool, colorful Rockies —7500-ft. altitude—30 miles from Denver. Where exhilarating, healthful mountain air and scenic wonders afford a perfect setting for every type of recreation and rest. All sports. Finest cuisine. American plan only—from $6 per day. Advance reservations advisable.

Rocky Mountain National Park—Estes Park

Stanley Hotel. Luxurious resort in Estes Park. Riding, fishing, golf, swimming, dancing. Renowned cuisine. Write for free illustrated booklet.

CONNECTICUT

Old Lyme

Boxwood Manor offers good food, comfort, lovely gardens, private beach at ocean, sports. Three hours from New York or Boston. May 15th to Oct. 15th.

DISTRICT OF COLUMBIA

Washington

Hotel Raleigh. Distinguished in service and location. Penna. Ave. & 12th Street. Rates from $3.50. Famous Pall Mall Room.

MAINE

Martin Point, Friendship

Mayflower Inn on the Sea. Maine's outstanding Colonial Inn. Directly on water. Unequalled natural scenic location. Restricted. Write for Brochures.

Northeast Harbor

Rock End Hotel. Exclusive resort hotel at seashore. On beautiful Mt. Desert Island. Golf, tennis, swimming, boating, riding, hiking. June 28 to Sept. 15.

Ogunquit

Sparhawk Hall & Cottage Colony, overlooking the Atlantic. All sports, entertainment, 3-mile sandy beach. Summer theatre. T. H. Murphy, Manager.

MAINE

Prouts Neck

The Checkley. Smart resort hotel overlooking the sea. Rocky shore; private, sandy beach. Yachting, fishing, golf, tennis, riding, dancing. Opens June 23.

MARYLAND

Baltimore

The Belvedere. A really fine and modern hotel. Rooms, cuisine and service in keeping with the highest standards of living. Rates begin at $3.50.

Sherwood Forest

Sherwood Forest Hotel & Cottages. Near Washington and Baltimore. Restricted clientele. Salt water bathing, two golf courses, activities. W. E. Murray, Mgr.

MASSACHUSETTS

Boston

THE SOMERSET

When you stay at this distinguished hotel you are close to Boston's attractions, protected from its distractions. Located on Commonwealth Ave., in the loveliest part of Back Bay, The Somerset offers the ideal background for gracious living during your Boston visit. Dinner and supper dancing in the smart Balinese Room. Single rooms from $4, doubles $6. Suites $8 up. Come soon.

Cape Cod—Falmouth Heights

Terrace Gables Hotel, overlooking Vineyard Sound. Fireproofed, warm bathing, safe for children, boating, fishing. Unexcelled cuisine. From $6. Open June 10th.

Cape Cod—Osterville

Oyster Harbors Club. 2½ hours from Boston. Donald Ross Golf Course, tennis, riding, yachting, bluefishing. Pine-sheltered beaches (70° salt water).

Magnolia

The Oceanside. Coolest, most beautiful spot on North Atlantic. Private beach. All outdoor sports. Summer theatre. Select clientele. Geo. C. Krewson, Jr.

Nantucket Island—Nantucket

The White Elephant—Nantucket's Smart Hotel at the Water's edge—Every outdoor Sport—Famous Food, Continental atmosphere—Carefully chosen Guest list.

MASSACHUSETTS

Nantucket Island—Siasconset

Beach House. In rose-covered Siasconset. Modernly equipped 100 room hotel. Direct ocean view. Wide stretch of moors. All outdoor sports. Private Beach.

Northampton

Wiggins Old Tavern & Hotel Northampton, & Old Country Store—combining modern accommodations with old N. E. charm. Lewis N. Wiggins, Landlord.

Swampscott

New Ocean House on the picturesque North Shore. Seaside and country environment. Open May to October. Booklet. Clement Kennedy, President.

MISSISSIPPI

Pass Christian

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

MISSOURI

Kansas City

Bellerive Hotel: Armour Blvd. at Warwick. Quiet, refined home atmosphere. Famous Coral room, French Cuisine. Garage. Trans. or Perm. Wire for reservations.

NEVADA

Lake Tahoe

Glenbrook Inn and Ranch. On most famous lake in West. Excellent golf, ranch, lake and mountain sports. One hour west of Reno on U. S. Route 50.

NEW HAMPSHIRE

Portsmouth

THE WENTWORTH BY-THE-SEA

A delightful summer home, late June to early September. Old in its hospitable charm; modern in its appointments. Privately owned facilities for entertaining relaxation. Golf, tennis, ocean swimming pool, etc. Write for illustrated folder, complete information and rates. Or inquire Ask Mr. Foster Travel Service.

NEW HAMPSHIRE

Hanover

The Hanover Inn at Dartmouth College. Open all year. Booklet. Ford & Peggy Sayre, Managers, Robt. F. Warner, New York Rep., Tel. BR 9-6348.

White Mountains—Bretton Woods

THE MOUNT WASHINGTON

Located at the foot of the majestic Presidential Range. 10,000 acre estate. Golf under direction of Lawson Little. Tennis, fishing, riding—all sports. Outdoor swimming pool and sun beach. Smart night club—The Moon Room—with dancing and entertainment nightly. Latest motion pictures. Elevation 1600 ft. No hay fever. R. Foster Reynolds, Pres. Selected clientele. July 3rd to Sept. 15th.

White Mountains—Crawford Notch

Crawford House. Private lake and golf course, tournament tennis courts, riding. Best of food & accommodations. Am. Plan from $6. Write for rates and folder.

White Mountains—Franconia Notch

THE FOREST HILLS HOTEL

The resort for every member of the family. Located on a 200-acre pine-wooded crest overlooking Franconia Notch—loveliest view in the White Mountains. Private golf course, tennis, fishing, riding, bathing, children's playground. Bracing mountain air assures relief from hay fever. Restricted clientele. Norman Pancoast, President and Manager.

White Mountains—Jefferson

The Waumbek Hotel. Amer. Plan. 2,000 Acre Estate. Private 18-hole Golf Course. All sports. Orchestra. Select clientele. Booklet. N. L. Dennis, Mgr.

White Mountains—Sugar Hill

Hotel Lookoff. "The House with the View." 100 rooms—Reasonable Rates—Elevator—Orchestra—Free Golf. No hay fever. Restricted. July 1—Oct. 1. Bklt.

Sunset Hill House. Social and Scenic Center of the White Mountains. Golf on grounds free to guests. Tennis, riding, orchestra. Private cottages. Booklet.

NEW JERSEY

Atlantic City

Marlborough Blenheim. On the Boardwalk, with the charm of Spring by the sea to enhance our many guest attractions. Josiah White & Sons Co.

NEW MEXICO

Santa Fe

Santa Fe Inn. In the cool foothills overlooking historic Santa Fe. Motor trips to Indian Country. Riding. Tennis. American Plan. Jack Wentworth, Mgr.

NEW YORK

Lake Champlain—Essex

Crater Club. Furnished cottages, baths, open fires; meals at Club. Canoes, bathing, tennis. Golf nearby. Social references required. Literature. K. D. Burnham.

Lake Champlain—Westport

The Westport Inn and Country Club and Cottages. In the Adirondacks. All sports. 18-hole Golf Course. Private Beach. Orchestra. Selected Clientele.

New York City

Allerton House for Women. 57th St. & Lex. Ave. Refined atmosphere in a congenial Club Residence. Single from $2.50 daily. Weekly rates on application.

American Woman's Club, 353 West 57th St. Ideal for smart women coming to New York. All rooms with private bath; single from $3; double from $5.

The Barbizon, Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly $12.50 up. Daily $2.50. Bklt. "V".

Barbizon-Plaza. New skyscraper hotel overlooking Central Park at 6th Ave. Rooms from $3 single; $5. double. Continental breakfast included. Bklt. "VM".

The Beekman, Park Ave. at 63rd. A residential hotel of rare charm in the quiet and exclusive section of Park Avenue. Transient accommodations.

Beekman Tower—49th St. Overlooking East River. Smart East Side. 400 outside rooms. Short walk to shops, theatres, business. $2.50 Daily. Booklet "V".

NEW YORK

New York City

Beverly Hotel. 125 East 50th. Just East of Radio City. Large rooms and closets. Serving pantries. Single $4, double $6, suites from $8. PLaza 3-2700.

The Biltmore, Madison Avenue at 43rd St. All that is best in atmosphere, appointments, cuisine, service. Single $5. up; Double $7. up, with Twin Beds $8. up.

The Buckingham, 101 W. 57th St. Recently modernized. Luxurious parlor, bedroom, pantry, bath from $7 a day. Walk to Central Pk., Radio City, Times Sq.

George Washington, 23rd St. & Lexington Ave. All rooms with bath, from $2.50 single, $4.00 double. Write for Booklet VO and Supervue Map of New York.

The Grosvenor. On Fifth Ave. at 10th St. Quiet, Smart, Convenient, Conservative. 300 large rooms with bath; Single from $3.50, Twin beds from $5.00.

New York City

THE PLAZA

Don't hesitate in your choice of a hotel in New York, decide on the Plaza. Special Summer Rates during the World's Fair. Single rooms from $5; Double from $7. Facing Central Park. Smart shops and theatres nearby. Subway station at hotel direct to the World's Fair. Henry A. Rost, President and General Manager.

New York City

Hotel Seymour, 50 W. 45th St. Near Fifth Ave., theatres, shops, art galleries. Radio City. Refined surroundings. $4. single; $5.50 double; Suites $8.

Watkins Glen

Glen Springs Hotel. A Famous Spa in America. Natural Nauheim Baths. Selected clientele. New York Office, 630 Fifth Ave. Phone Circle 5-8199.

NORTH CAROLINA

Asheville

Battery Park. Five excellent golf courses. Many scenic places to visit. Entrance Great Smoky National Park. A Knott Hotel. Request folder "D".

PENNSYLVANIA

Eagles Mere

Crestmont Inn, superbly situated on Lake of Eagles (2200 ft. alt.). Golf, tennis, water sports. Distinguished clientele. Folder AH. William Woods, Prop.

Philadelphia

Bellevue-Stratford—"One of the Few World Famous Hotels in America." Rates begin at $3.85. Claude H. Bennett, General Manager.

The Warwick. Famous Lamaze Cuisine. Centrally located. From $4.50 single, $7. double. George Lamaze, Exec. Vice Pres., S. S. Jerwan, Manager.

Pocono Mountains—Skytop

Skytop Club—Socially restricted Mountain Resort, 105 miles from N. Y. For Information Non-Members may address Skytop Club, Skytop, Penna.

RHODE ISLAND

Watch Hill

Ocean House. Private Beach—Golf—Riding—Tennis—Boating—Fishing. Excellent Cuisine. Clientele Restricted. Amer. Plan. N. Y. Office: MOhawk 4-1434.

VERMONT

Averill Lakes

Quimby's Cold Spring Club. Distinctive country seat for family vacationing. Salmon & trout—lakes and streams. Excellent stable, competent instruction.

Green Mountains

Official illustrated vacation book, "Unspoiled Vermont", free; also describes other State publications. Publicity Service, 42 State House, Montpelier, Vt.

Lake Champlain—Basin Harbor

Basin Harbor Hotels, also 40 lakeside cottages. Golf, Tennis, All Water Sports. June to October. Booklets. Not expensive. Restricted. A. P. Beach, Owner.

Lake Morey—Fairlee

Bonnie Oaks Inn and Bungalows. All sports. 75 rooms with baths, fireplaces. Baby Oaks, supervised play. May-Dec. Folders. Dr. & Mrs. E. H. Page.

Lake Morey Inn and Bungalows. 100 rooms, 75 with private bath. 18-hole golf course, special rates to Inn guests. All other sports. Booklet. W. T. Lyle.

Mount Mansfield—Stowe

The Lodge at Smugglers' Notch, 1,350 ft. elevation. Select. Informal. June to October. Saddle horses; tennis; mountain trips. Golf nearby. Illustrated folder.

Woodstock

Woodstock Inn. In the beautiful Green Mountains. 18-hole Golf. Tennis. Riding. Enjoy complete relaxation. Moderate tariff. C. Townsend Scanlan, Mgr.

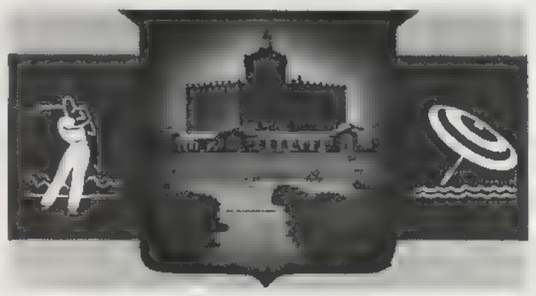
VIRGINIA

Old Point Comfort

THE CHAMBERLIN

Beautiful year 'round resort hotel reflecting charm of famous old Chamberlin. In heart of Virginia's historic area including Colonial Williamsburg. On direct routes North and South. Right on the water. All sports. Finest cuisine. American and European plans. Experienced staff. Write Sidney Banks, Managing Director.

Virginia Beach



CAVALIER HOTEL & BEACH CLUB

A 250-acre seaside "Dominion of Pleasure"—the traditional Country Life of the Old South. Two 18-hole golf courses, private ocean beach, cabañas, tennis courts, stables, gardens. Finest fishing. Famous "name" bands feature the summer season. Open all year, American Plan. Celebrated cuisine. Restricted clientele. Ask for Booklet "W". Roland Eaton, Managing Director.

Virginia Beach

Dundee Inn. On the Ocean—Steamer Chairs. Charming Colonial Atmosphere. Superb meals. Spring-Air Mattresses. All sports. Write for illus. Brochure.

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Sixty-Three Ranch is an operating stock ranch. Riding, branding, rodeos, pack trips, fishing, swimming. Folder. P. E. Christensen.

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Valley & A2Z Ranches. Private Cabins, Families & young people. Fishing, Big Game Hunting. Larry Larom, 346 Mad. Ave. (7th Fl.) N. Y. or Valley, Wyo.

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S Half Diamond—operating ranch bet. Glacier & Banff. Fine horses, beautiful lake. Range & mt. trails, pack trips. Modern. Great Northern to Eureka. Bklt.

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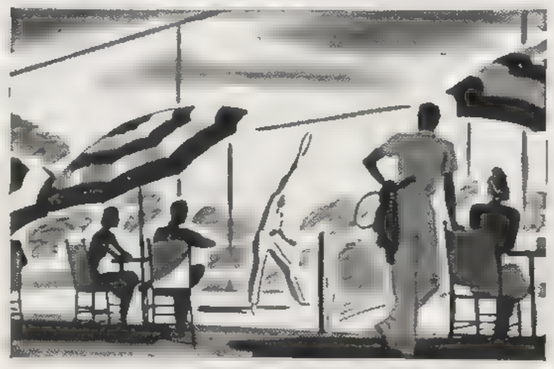
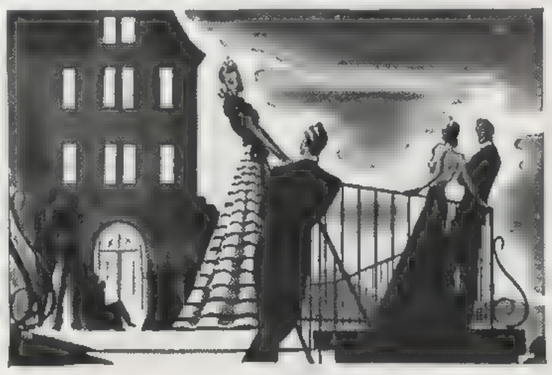


music in the pool. In the evenings, the orchestra lures us to the Casino, and often — between dances — we stroll out to watch Northern Lights flickering above the terrace.

All this—together with the many friends we've made, the invigorating, "hay-fever-free" air, the continuous invitation of splendid service and delicious food—is excuse enough, we think, for stealing two *extra* vacation weeks!



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Opening June 25—from $8 per day, room with bath and meals. Apply to John O. Evans, Manager, Murray Bay, Quebec, or Canada Steamship Lines offices in principal cities, or your local Travel Agent.

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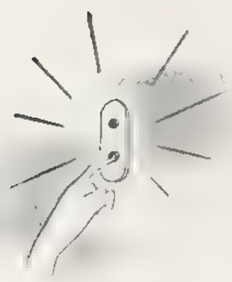

CLOSE by the head of every bed in the St. Regis Hotel, within easy reach of a lazily lifted hand, are two push buttons.

One calls the waiter to your door, the other calls the maid. Thus, when you wake in the morning, in that barely animate state between sleep and life, you do not need to fumble for the phone, or ask for "Room Service", or utter a single word to acquire a menu and order your breakfast.

True, that is perhaps a small thing for a sophisticated New York hotel to make a fuss about. But we're proud of it because it is symbolic of a number of small things we try to do to make life at the St. Regis a little more pleasant, a little more comfortable, a little more luxurious.

The bath towels are extra size; the face towels, sheets and pillow cases are of the finest Irish linen; the soap is a quality you would use at home; there's a tickless clock in every room. The prodigal size of these rooms would dismay an efficiency expert, and you could do an old-fashioned waltz in any of the bathrooms.

We endeavor to make St. Regis service a little different, too. It is not so much a regimented routine, as a philosophy of doing thoughtful things in an unobtrusive way. No one presses you, no one forces service on you; but everyone does try to anticipate your wishes and carry them out graciously.

It would be presumptuous in this city of so many superb hotels to say any one is the finest. We have, as have our respected competitors, won many loyal friends amongst discerning people, and we'd like sometime to have the opportunity of bringing you into the St. Regis family. Our rates are in keeping with those of other leading New York hotels.

THE St. Regis
FIFTH AVENUE AT 55TH STREET
NEW YORK

THE HOTEL THAT IS *NOT* "JUST LIKE HOME"

THE GOURMET'S GUIDE

SELECTED RESTAURANTS IN AND OUT OF TOWN

NEW YORK CITY

Restaurants—dining

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25 East 40th St.
Le Restaurant Par Excellence. Cuisine Francaise. Peerless Hors D'Oeuvres and Chicken Champs-Elysées.
Luncheon and Dinner
Finest vintage wines, and liquors
Air Conditioning Murray Hill 4-8833

JANE DAVIES'
145 West 55th St.
Luncheon 55c, 65c, 75c — Vintage Wines — Dinner $1 and $1.25

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner $1.10 & $1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8:30 P.M. The most talked about dining place in New York.

CRILLON, 116 E. 48th St. Completely air-conditioned. Justly famous for cuisine and cellar. Luncheon $1—Dinner from $1.50 in the Main Dining Room. Dollar London-Buffet-Dinner before theatre in the Bar.

THE BLUE BOWL AT 157 EAST 48th ST. specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to $1.25.

KENTUCKY SERVES A MEAL
Featuring Kentucky Mint Juleps.
Luncheon from 75c—Dinner from $1.00 to $1.50
Elizabeth D. Reynolds, Inc., 15 East 48th St.

CAVIAR RESTAURANT—18 East 49th Street. "Rendezvous for Epicureans." Direction of Antoine Dadone. Unique cuisine, rare wines. Luncheon, cocktail hour, dinner. WIckersham 2-2224.

JANET OF FRANCE, 237 W. 52 St., W. of B'way. Famous for "onion soup", Chateaubriand Steak. Dinner $1 up; lunch 65c. Janet entertains. Visit our bar. Closed Sundays. COlumbus 5-8717.

CAFE TROUVILLE
112 East 52nd St.
Open for luncheon, cocktail hour and dinner.
Entertainment during supper.

WHITE TURKEY TOWN HOUSE. Superb food in a charming, early American atmosphere. Luncheons from 95c. Cocktails. Dinners from $1.50. Sundays: Brunch $1.00, Dinner from $1.75. One University Place, on historic Washington Square, N. Y. C.

4 W. 49th SUSAN PALMER 11 A.M. to 11 P.M. No better food any place at any price. Specialties every day by popular demand. Luncheon from 65c—Dinner from $1.00. Try the famous oyster bar.

PATRICIA MURPHY'S Candlelight Restaurants.
The Barclay—33 E. 60th St., Manhattan
The Candlelight—114 Henry St., Brooklyn
Sophisticated American Foods

THEODORE'S RESTAURANT, 4 East 56th Street. PLaza 3-6426. One of New York's outstanding restaurants. Luncheon $1.25. Cocktails, Dinner $2. Closed Sundays. Le Ruban Bleu open 11 P.M. to 4 A.M.

CAFE ST. DENIS—11 East 53rd Street, EL. 5-8032. A real French Restaurant catering to cosmopolitan palates. Air Conditioned. Lunch from 75c. Dinner from $1.25. Also à la carte.

RESTAURANT MAYAN, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails and dinner. Unusual atmosphere. Luncheon entrées from 60c. Dinner Prix Fixe from $1.50, also à la carte.

GRAND CENTRAL TERMINAL RESTAURANT and Oyster Bar, Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from $1.00. Also à la carte.

ROCKEFELLER PLAZA RESTAURANT, 32 West 50th. Smart but informal. Plaza Room: Club breakfast 60c, Luncheon from 75c. Dinner from $1.00. Old New York Room: Luncheon from 75c. Dinner from $1.00. Cocktail Lounge: Cocktails from 25c.

24 WEST 55 ST. CAFE & RESTAURANT (Rockefeller Apts.—off 5th Ave.). Smart, restful atmosphere. Excellent cuisine. Luncheon from 60c; large cocktails from 25c; Dinner from $1.00. Also à la carte.

CAFE LOUIS XIV. 15 West 49th, Rockefeller Center. Cuisine Classique, Fine Wines, American Bar. Prix Fixe Luncheon $1.50. Pre-Theatre Dinner $2.00. Also à la carte. Wm. Adler and his Violin.

DIVAN PARISIEN
17 East 45th St.
Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad.
Luncheon and Dinner
Finest vintage wines, and liquors
Air Conditioning MUrray Hill 2-9223

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LEON & EDDIE'S, 33 W. 52 St. World Famous café-restaurant offers America's most amazing values in food and entertainment. "Sly" and subtle Eddie Davis heads the show. Continuous Dancing. Should be on your "must" list.

Lounge Bar

WHALER BAR—Madison Ave. at 38th St., N. Y. Board the whaler "Wanderer" as she gets under way with a full cargo and all hands on deck. Pull up to the captain's table and have your tot of pilot's grog. Special shoppers' luncheon from 55c.

SCHRAFFT'S. Smart, intimate lounges. Georgian Room, 625 Madison Ave., at 58th—Columbus Room, 222 W. 57th St., near B'way. Luncheon, cocktail hour, dinner, supper. Superb cocktails from 25c.

Restaurants—dancing

LE COQ ROUGE—65 E. 56th St. Famous cuisine. Luncheon, Dinner and after theatre. Dancing—Entertainment. George Sterney's Orchestra and Tisdale's Trio. Reservations. PLaza 3-8887.

LARUE—45 East 58th Street, VOl. 5-6374. New York's smart rendezvous. Cocktails, dinner, supper. Eddie Davis' & Joseph Smith's orchestras. Continuous dancing till 4 A.M.

ST. MORITZ-ON-THE-PARK, 50 Central Park South. Dinner and supper dancing in the Café de la Paix, featuring 'Round the World Bar and Sidewalk Café. The home of the famous Rumpelmayer's.

THE WHIRLING TOP—3 E. 52 St. Rendezvous for Connoisseurs of excellent cuisine, wine & liquor. Luncheon 65c-$1; Cocktails from 25c till 6 P.M.; Dinner $1.50-$3.50; Entertainment. EL. 5-8051.

VERSAILLES, 151 E. 50 St., PL. 8-0310. An impressive French cuisine makes Versailles the glamour spot of New York. Cocktail Hour, Dinner & After Theatre. Presenting nightly B'way's Brightest Stars. Maximillian Bergere & Orch., Panchito & his Rhumba.

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PAVILLON MARGUERY—Now Open. Entrances on 270 Park Ave. and 47th St. & Vanderbilt Ave. Coolest Garden in Town for Lunch, Cocktail Hour and Dinner. Open Sunday. Phone: WI 2-8494 & 2-8418.

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On Highway 101, 3 miles south of Palo Alto—in the shadow of Stanford University. In the Beautiful Santa Clara Valley. Food—California's Plentiful Best.

COCK O' THE WALK—Nothing quite like it. Charming, Unique and "Such Food." Hard to Find. 1556 Broadway, Oakland. In Rosebrook Hotel. Mr. & Mrs. Rosebrook, Proprietors.

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THE BARNACLE, Bradley Point, West Haven. Off Route 122. Specializes in fresh lobster—also chicken & steak. Luncheon, Tea and Dinner. Fine wines and Cocktails. March into November.

OUTPOST INN—Route 35, just North of Ridgefield, Conn. Superb French cuisine and irreproachable cellar of rare wines, liquors. A lovely place to spend a week-end, or longer. Telephone Ridgefield 882.

Massachusetts

THE ANCHORAGE, Yarmouthport, Rt. 6. Typical Cape Cod house in old-fashioned garden. Luncheon, tea, dinner served on porch or before open fires. Specialty Austin's hot rolls. Tel. Barnstable 298.

COUNTRY FARE. Hingham
Good eating—noon to nine. Featuring fare of the country. Twenty miles from Boston on Route 3 at Queen Anne Corner.

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HANS CHRISTIAN ANDERSEN, Paramus. 15 min. from Geo. Washington Bridge. Route 4. Luncheon, cocktails, tea, dinner. Dutch Oven Chicken & Cape Cod Pecan Pie. Closed Mondays except holidays.

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ROUND HILL RESTAURANT. Séjour des Gourmets, So. Huntington. Cuisine Française. Dining by fireplace. Wines & Liquors. Open all year. 34 mi. from N. Y. on Jericho Turnpike, Rt. 25. Huntington 1371.

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BIRCH BROOK INN
Bronxville (56 Pondfield Road West. Tel. 6868). Smart. Spacious. Good Food. Luncheon, Tea, Dinner, Sunday Dinner—Liquor Served.

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ORRIN TUCKER
and His Orchestra
Songs by **BONNIE BAKER**
Dinner and Supper Dancing
Couvert after 11 P.M., $1
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COLORADO SPRINGS, COLORADO

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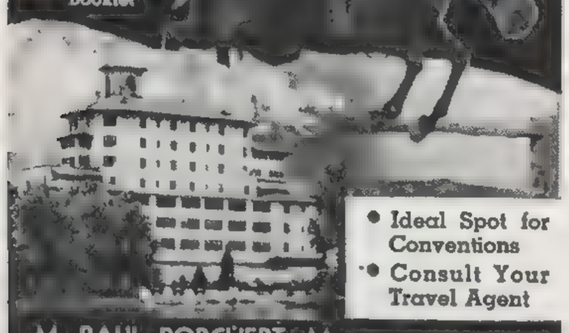

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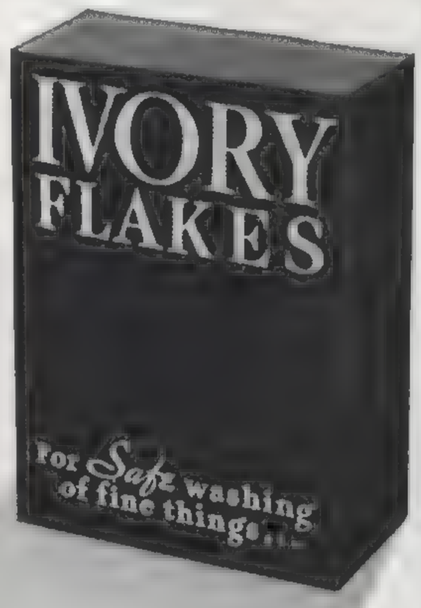

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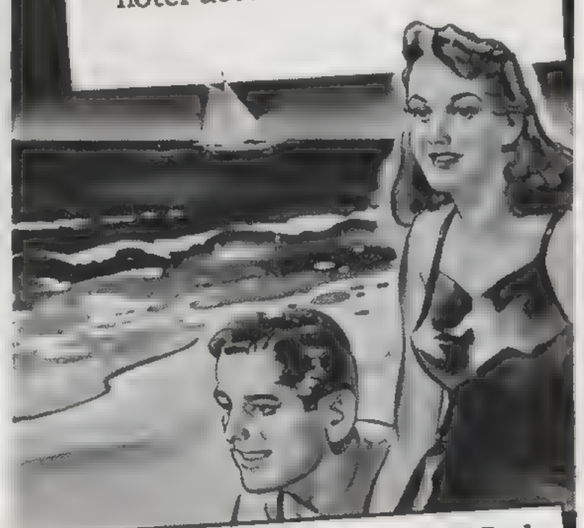

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Shop

Beautiful Fruit: At Perugina, 719 Fifth Avenue, there are some new and beautiful bunches of grapes. They are as good as they are beautiful, being filled with candy. Shiny purple-wrapped ones have liqueur-filled chocolates in them; yellow grapes are filled with creamy pellets containing filberts. Smaller white grapes are of sugar candy. Whichever you buy, you'll want to use them as table decorations first. A bunch costs fifty cents.

Fairy Princess: The lovely diaphanous white nightgown and coat in this picture really do make you look like something out of a story-book. The gown and coat are both banded around the waist with blue satin ribbons. The coat sleeves also end in blue satin, and the shoulder-straps of the square-necked gown are of the same blue satin. The coat costs $10.95, and the gown $8.75. A bride should be lovely in these.... In the more tailored line, we also like a pair of faded-blue cotton house pyjamas—the top polka-dotted in white, the bottoms plain blue. This is a one-piece affair. Around the waist, there is a wide, wrap-around red sash. $29.50 is the price. These are only two examples of all the good things going that are at Maison de Linge, 816 Madison Avenue.

Little Buttercup: You know Marcelle Julien best, probably, for the fabulously beautiful little party dresses which she makes for some of the more elegant children about town. Though this is really her *forte*, she loves also to turn out simple summer play clothes with her same so-right touch.

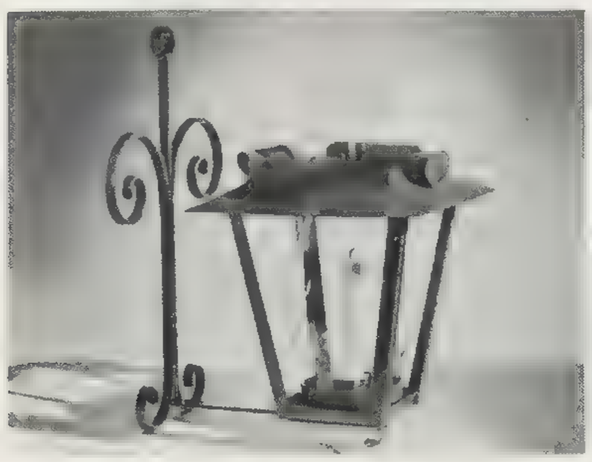
This one is made of bright yellow printed cotton, designed to let the sunbeams in, and make the child look like a sunbeam herself. The floppy bonnet is of the same material, lined with plain yellow cotton. Both the little play-suit and the bonnet are custom-made. Miss Julien's shop is at 22 East Fifty-Fifth Street.

High Wedge: This little shoe is the sort of thing that you'd wear around the country club, with one of your nicer white dresses. We show it, made of white buckskin combined with red snake; or you may have it with blue snake or brown Russia calf, if you prefer. You may also buy it in two-toned linens or suèdes, in dark and pastel tones. *That* ought to give you enough of a choice. You may buy them from Wilbar's in Boston (166 Tremont Street); $7 is their price, so perhaps you can have *two* pairs of them.

Hound at play

Ribbon Tale: There's a fine place called Le Fil D'Or where they make crocheted ribbon suits and dresses. As you may know, these last forever, don't have to be reblocked, and can be tossed around brutally without showing any intention of wrinkling. The silk ribbon, crocheted by hand, is then cut and draped like fabric, instead of being crocheted right to the figure. The ribbons are made in this country, especially for this shop, and come in more than a hundred shades, all tempting.

You can work out any style you like, since they're all made to order. A dress or a two-piece suit costs $120, a sweater $45, and a turban $20. If these prices sound a bit high, you must remember that in this case the old cost-and-upkeep story is reversed. The shop is in an apartment building, 150 East Forty-Ninth Street, so don't be startled by not seeing a show-window.



Candle-Lights: The graceful hurricane-lamp at the left is designed to hang on a wall. There it gleams, in either yellow, red, green, ivory, or antique metal, for a fee of $5. If you'd rather have a table model, a tall, standing floor one, or a sixty-one-inch stick-in-the-ground one, complete with the rod, you may, for the same price, and in the same colours. (The price does not include postage.) Malcolm's House and Garden Store, 524 North Charles Street, in Baltimore, has them.

Knit to Suit: Frieda Jacobson has her own ideas about two-piece bathing-suits. First she takes measurements, and makes a pair of trunks and brassière out of fabric. Then she knits a suit over that, to the very same dimensions and pattern. Thus, though you appear in a hand-made knit suit, you are so firmly contained that all who see you will gasp at your lovely figure, not knowing the secret of the control that lies beneath.

Prices for such suits begin at $22.50. You'd better allow ten days or so when you order yours. It takes some time to fit and knit the affair. The address, if you want all these good things to happen to you, is 968 Lexington Avenue.

VOGUE STUDIOS

Super-Picnic: If you like to picnic in style, here is your basket, madame. It's a beautiful cane one. Its external beauties include brass locks and hinges, and a cowhide trim. Internal ones are: six forks, spoons, and red-bakelite-handled knives, six small red plates and cups, a cake-box, a sandwich-box, and spaces for two thermos or other bottles. (We trust that you will supply your own.) *Also* salt and pepper shakers, and, how nice of them, a can-opener. Hurry and hurry to Scully and Scully, 506 Park Avenue, with your $37.50.

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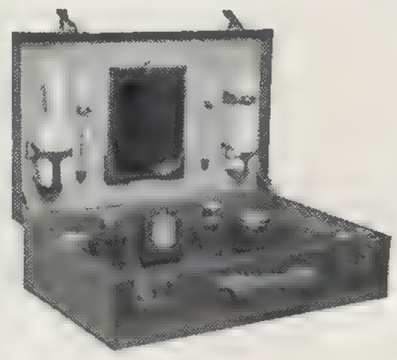

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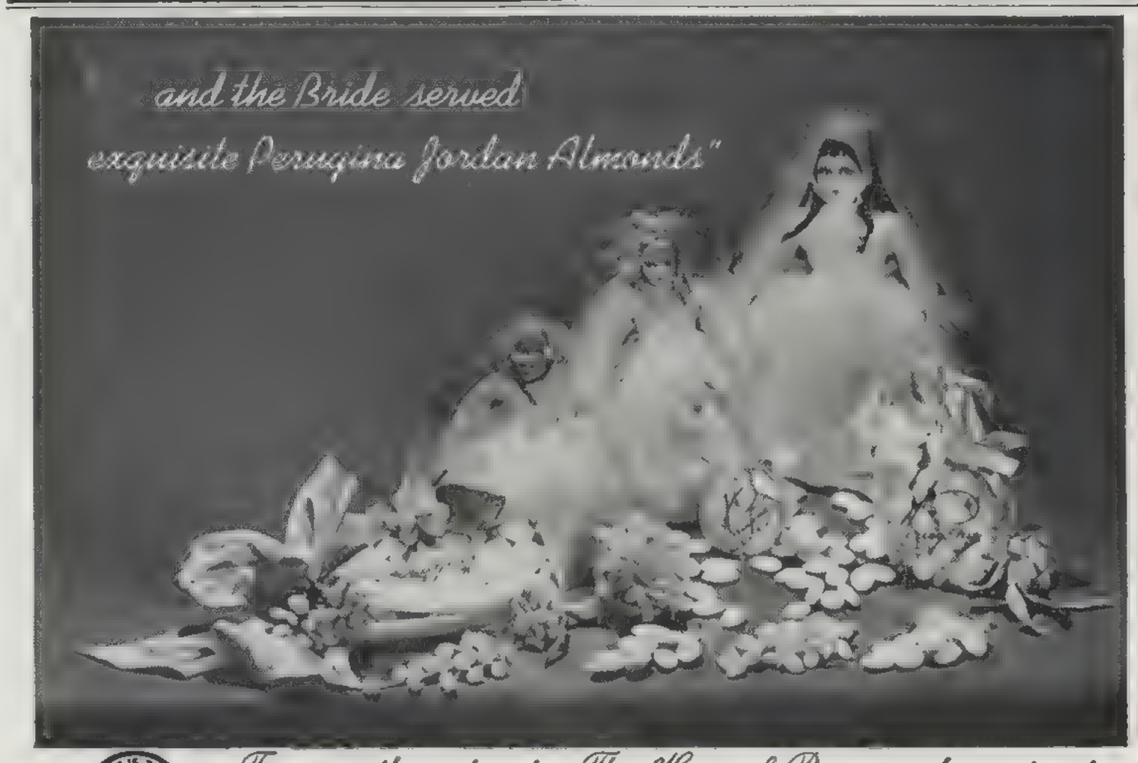

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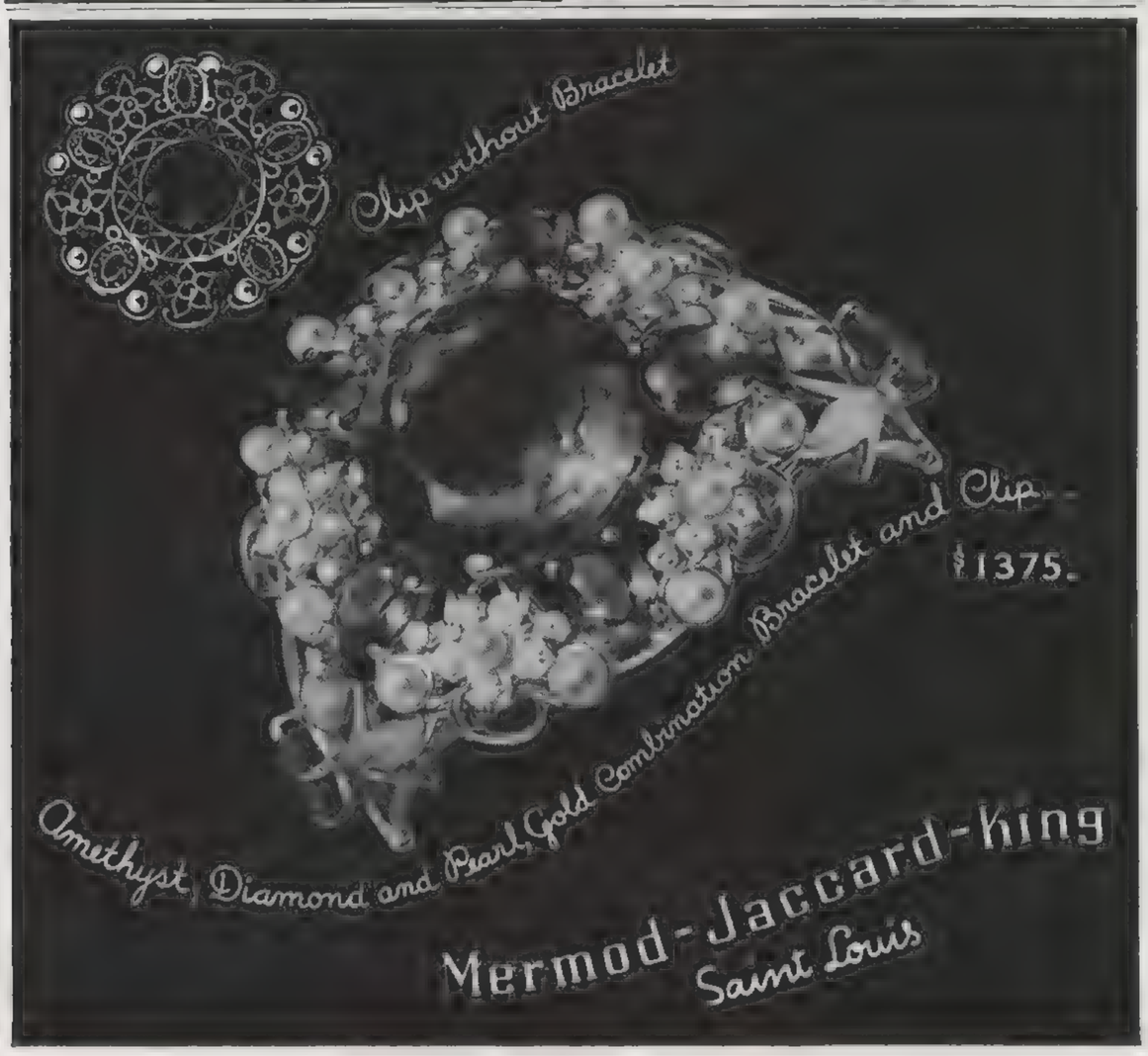


Shop Hound at play

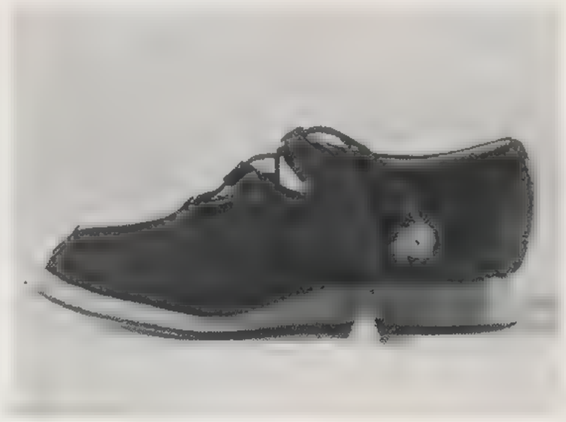
DÉBUTANTE'S DREAM: You've seen black lace on pink net before, but this version of it will be hard to resist. Baroness Henkl dreamed it up at 515 Madison Avenue, and put plenty of realistic Good Workmanship into the cut of it. It costs $155, to order, and what Rich Parent could resist buying it for you? It's certainly worth trying for, at any rate. Though this is so young-looking, there are lovely "older" dresses here, as well.

SEE PRECEDING PAGE

BEAUTY BAR: One of the more attractive new shops is Van's little Make-up Bar. This small place, dressed up in cherubic pinks, is at 27 East Fifty-Fourth Street, just waiting to get a chance to make you look lovelier. There is a whole line of Van's creams, lotions, and powder (blended just for you) and a group of lipsticks. There's one price for all of them—$1 each. And you'll find, too, the wares of such well-loved companions as Elizabeth Arden, Chanel, Helena Rubinstein, Guerlain, Revlon, and Schiaparelli—all the people who make you a better beauty than you were before. There's a picture of this tiny beauty spot on page 76.

BRAVO: Ruth Merzon, who makes you beautiful by making you those wonderful uplift brassières and built-in-bra bathing-suits, has turned her brain on another feminine need. This year, she is making blue jeans to order, so that they really fit any female form. If you've ever bought the men's kind, and mourned because you did not have the lean hips of a cow-hand to go with them, now is your chance to rejoice. The nice things (fastening however you choose) come in handy for sailing and gardening, as well as ranching. $18 a pair, and $8.50 for the custom-made gingham shirt, at 45 West Fifty-Seventh Street.

RAGAMUFFIN: We think it is hardly fair to call this neat little play shoe a Ragamuffin, but Shoecraft does, and after all they make the nice thing, so who are we to interfere? Its body is of navy-blue linen, lined and platformed with turkey-red linen. The toe is cut out, but only slightly. If you want another colour combination, you may have tan trimmed in brown. The price is $5.95, and doesn't change in even the largest size, we are glad to report. And we never tire of telling you what a marvellously large range of sizes they have here, at 714 Fifth Avenue. (Continued on page 29)



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"Sculpture your torso with that famous stretch"

All eyes are on the long torso this season. So if you want to look pencil slim and seal sleek in your new spring clothes you will look to that important sector. This "Luranet" Foundation by Hickory, incidentally, shows how cunningly the technique of "Lastex" yarn adapts itself to changing fashions. To blue-print it for you: the front panel with floral design is non-elastic satin, lightly boned. The back panel is *one-way stretch* satin. The side panels and twin front gussets are *two-way stretch* power net. All panels cleverly combine to exert a firm lengthening of the waist and hips. There is a new slide fastener treatment for smoother closing. All stretch by the magic of "Lastex" yarn. Sizes are 32 to 38, odd and even. At leading stores everywhere, together with other Hickory foundation garments, made with benefit of fashion's famous fourth dimension.

Lastex

REG. U. S. PAT. OFF.

THE MIRACLE YARN THAT MAKES THINGS FIT

An elastic yarn manufactured exclusively by

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LURANET Foundation
Styled by Hickory
A. Stein & Company

Shop Hound at play

Ice-Cold: There is quite a lovely collection of carved crystal bracelets—like bands of ice; at Original Gems, Inc. A few of them are set with strips of gold, made so that only the crystal touches the wrist. And wrists are one of the most vital places for keeping cool, if you remember summer. These designers will combine crystal with big, semiprecious stones—amethysts, aquamarines, and topazes, working out any design you want. They're also making crystal rings set with gold. One melon-shaped one with gold, $40—to give you an idea of price. 563 Madison Avenue.

French: From Henry à la Pensée, at 14 East Fifty-Fifth Street, come this summery leather-on-metal jewellery. The wide bracelet is decorated with French and British flags of red and blue suède, on a background of white. $19.80 is the fee. The gracefully carved flower bracelet is made of a combination of pastel-coloured suède blossoms. There's an attractive selection of colours to choose from, at $18. The little suède daisy clip also comes in many colours, for $3.50. All of these are beautifully made, imported from France.

Luxury: Womrath's lending libraries always do their part in making the summer-time a happier time, and now with the new Letterbox Library system, they can bring Literature and Civilization to any remote place where you might be.

For $14 a year, you receive a book a week, or have several sent at a time, according to your choice.... The books come in a strong carton, already addressed to return to the library, so you don't have the worry of packing ahead of you. Postage for mailing and returning is paid by Womrath's. You can arrange this luxury by writing to the Womrath's-By-Mail department...and these libraries will help you out on all sorts of small gift suggestions, too.

House Bags: These two new quilted about-the-house bags are most convenient for carrying around knitting or sewing. The squarish satin one has a tricky slot-like way of opening, so that anything can be easily pushed in, but can not fall out. In the satin, $6.75; in chintz, $4.75. The rounded one closes with a slide fastener, and holds almost as much as the first one. In chintz, this comes to $3; or $3.75 in taffeta. The object that looks rather like a flowery party-snapper is only a new sachet, but a wonderful one. We've been wondering where to buy vetiver—a sweet-smelling dried root from the South, that gives out its fresh, appealing scent for a long, long time. Then we found that this firecracker is filled with it, and we are very happy about that. Your closet and bureau drawers will be nicer places if you buy one of these, for $1. All of these things are from Princess Obolensky's shop at 417 Park Avenue.

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as the finest diamond—is breath-taking, flawless and radiant.

The incomparable Facial Preparations of Alexandra de Markoff will give you priceless beauty—for they are made from treasured formulas, which have proven their merits through the centuries, until they have evolved to their present high state.

They are unique products—giving superlative results. *Introduction to Beauty leaflet on request.*

ALEXANDRA de MARKOFF

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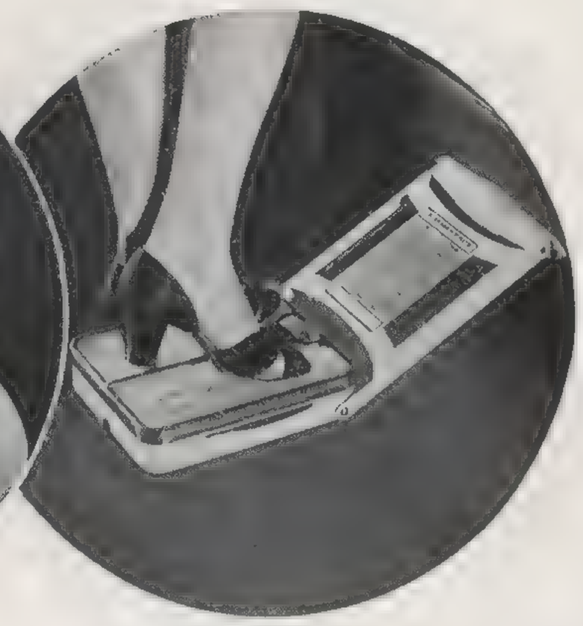

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FOLD-A-WEIGH SCALE—Folds with easy spring action against door or wall when not in use. Rests firmly on floor by slight outward pull. Low platform, clear dial and weight chart. Measures 8" x 10" x 2". Black, ivory, green or white. **$6.95**

• • •

These and many other bright ideas in our new Housewares Bulletin "V" just off the press. A request will bring it.

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FINE BEAUTY SALONS EVERYWHERE

ARE TOASTING

Pink Lemonade

AND

Red Punch

FOR LIPS! FOR FINGERTIPS!

Revlon's two new carnival shades in nail enamel and in lipstick have completely captivated the beauty salon experts! It takes a lot to excite these color-wise beauty authorities. Yet . . . they're *wild* about Pink Lemonade* and Red Punch*!

You probably know all about these light-hearted new Revlon colors. Chances are you're wearing either Pink Lemonade or Red Punch this very minute! You prefer deep, *rose-pink* Pink Lemonade for wear with grey, beige, and pastels. You wear vivid, heady, *rose-red* Red Punch with navy blue, dark grey, sharp yellow, black and white. And like the beauty salon experts, you prefer Revlon Nail Enamel in any one of its twenty-one fashion-right shades, because it *wears* so much longer† . . . goes on *so* easily . . always looks *perfectly* beautiful!

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†*Recent discoveries make longer-wearing Revlon Nail Enamel wear longer than ever.*

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Revlon

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LIPSTICK

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AMERICAN, FRENCH, and BRITISH

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INCORPORATING VANITY FAIR

MAY 15, 1940

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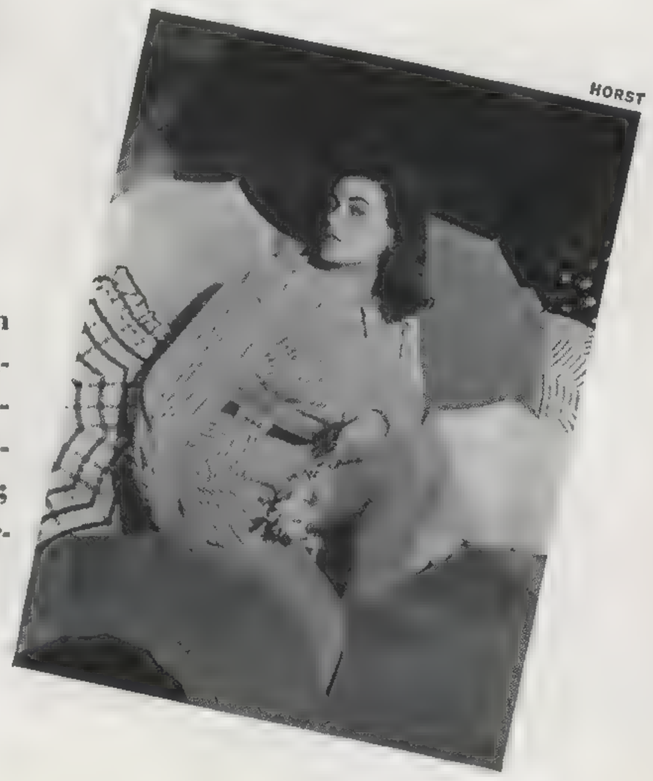

Gene Tierney—who made a hit in "The Male Animal," is now in Hollywood—poses in a peppermint-striped play-suit with—paradoxically—long sleeves, bare midriff. Best; Marshall Field. Du Barry's "Peppermint Pink" lipstick

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Vogue's-eye view of the young

You're America's leading lady. You with the bows in your hair.

You with minds of your own—under those bows. You *like* what you like.

And you no longer like tabloid glamour. You like being natural.

You like what's fun. Gay. Saves money. Or time. Makes you prettier. Makes sense.

You like coming out in June, where there's a moon and room to sit and talk (page 35).

You like marrying young—even while he's still in school (page 38).

Debating over progressive or conservative methods for bringing up your infant (page 62).

You like (and you'll find them herein): Romantic but uncloying white for parties.

Knee-baring skirts like your old college fad. Ballerina bathing-suits. Mixable wardrobes.

Something spectacular—such as the new clothes draped like side-saddle habits.

And because a neat little brain-machine functions under those disarming bows,

you like flights of fancy based on down-to-earth allowances. So do we.

Miss Francesca L. Villa

DÉBUT IN JUNE

Débutante parties open the "Little Season" on Long Island

JUNE again on Long Island and, once more, the North and South shores are swept into the vortex of the first débutante parties. They start just as school ends forever, when you are still in a haze of historic facts, dates, declensions, and vocabulary—when you are just beginning to realize that you have come to the end of a life. And now, more than parties, these are celebrations; out with the old, in with the new. You are suddenly free, momentarily without a future. This is your reprieve from reality.

It is another world. The tension of last days at school—finals, cramming late into the night, College Boards, and finally graduation when you find yourself, without knowing why, in tears. All this is over now. Finished. You are numb at first, lost and vaguely disappointed, too. Then, suddenly, you are laughing, and the world becomes a steady crescendo of dancing and sunlight. Night and day run together with no other mark of transition than a change of clothes. Life is too good to waste on sleep.

SLEEP—you only dream of it. At dawn, on the long drive back from the dances, you talk of nothing else. But then, inexplicably, you are—not in bed—but in some pool.

One night last summer after a dance, we all returned to "Little Ipswich," the exquisite house at Syosset where we were staying. Suddenly sleep was forgotten. It was another day, and we were wide awake again. We changed hastily into bathing-suits and went swimming. Then a race across slippery lawns to get warm. And one boy, rising above such infant sport, stood, smoking a cigarette, with tantalizing disdain for us. He stood and observed the reflection of his evening clothes in the water. But his fate at our hands was obvious, even to himself. He accepted it gracefully—in eight feet of water.

Half the charm of the June débuts are the house-parties, the irresponsible half, infinitely distrait and easy-going. What little organized activity there is usually centres around raids on the ice-box. Two boys, both eminently vague, were once discovered exploring the refrigerator in the wrong house.

During the day, of course, there are tennis and swimming, golf at the Piping Rock Club, sailing at the Seawanhaka, drinks everywhere. There *are* luncheons, usually out-of-door buffets, but they are uncertain affairs. By noon, most people are just starting the day feebly on orange-juice and coffee. Or just retiring to bed. The only other concession to sleep is a nap during the evening. One girl used to skip every other dinner or so, sleep until twelve, and arrive at the dance in triumphantly high spirits. Good tactics!

DRESSING before dinner is a sociable affair. The girls usually gather in one room, pin each other up, and gossip.

"I don't know any one, do you?"

"Not a soul..."

"I hope he dances with me..."

"He's divine..."

"*Who's* divine?"

By the time you are dressed, you are in a state of excitement reminiscent of Junior Holiday parties. Off in some other room, you can hear the boys laughing and roughhousing, while outside, through the screens, the moon is rising.

The dances themselves. You remember them in a mist of vivid unreality. They are a mood, a state of mind—beautiful, romantic. In retrospect, they seem like giant night-flowers. Like a jewelled stem—the long driveway outlined by lanterns; like the heart of a flower—the house itself floating in light; like petals—the marquee, the terraces, the pools all strung with Japanese lanterns.

Last summer's débutantes saw some enchanting parties. There was Clara LloydSmith's dance, one of the loveliest given on Long Island. A huge, Oriental marquee extended from the house, and on the lawns were little tables where you could sit and talk. And, for a background, a veritable forest of lanterns. Buses met every one at the parking-space, which was far from the house, and took them to and from the party. It was like being carried off *en auto* to a Fairy Island.

There was Ann Keating's dinner-dance at her house in Mill Neck. Cocktails in the garden, and, just to confuse Nature, an artificial moon for light. Supper was served on a terrace overlooking the sound.

There was Nancy Merle-Smith's nautical dance. The weather, satirically, was wet, and the bars and food trucks outdoors were deserted. But rain, for some obscure reason, seems to make a party doubly gay, rather than ruin it; and by the time the marquee began to leak, spirits were too high to be dampened. The marquee was decorated with flickering lights and with a panel of moving-pictures (Continued on page 92)

OPPOSITE: Miss Francesca L. Villa, youngest of the three daughters of Count and Countess Alfonso P. Villa, and—like her sisters—a willowy beauty. Here she wears white organza printed with huge flowers. Henri Bendel

PHOTOGRAPH BY HORST

This is their summer

HORST

Miss Eileen Nicoll and Miss Mary Lee Abbott

ABOVE: two Southampton débutantes. First, dark-haired Miss Eileen Nicoll, Mrs. Courtlandt Nicoll's daughter, whose chief interest since leaving Foxcroft is dramatics. Here she wears a Pattullo lace dress from Saks-Fifth Avenue

SECOND ABOVE: fair-haired Miss Mary Lee Abbott, Mrs. David Hoadley Munroe's daughter, who is a promising young painter. Here she wears silk jersey and fish-net—a Germaine Monteil dress from Bonwit Teller; Ransohoffs; Bullock's-Wilshire

OPPOSITE: Miss Cynthia Dunn, a Washington débutante who will come out in June. The daughter of Mr. and Mrs. James Clement Dunn, she attended school at Foxcroft. Here she wears a pale blue silk tulle dress from Hattie Carnegie

Miss Cynthia L. Dunn

KARGER-PIX

Mr. and Mrs. Franklin D. Roosevelt, jr.

Like many young couples, all over America, Mr. and Mrs. Roosevelt are spending the first years of their marriage in a college town.

While Mr. Roosevelt studies law at the University of Virginia in Charlottesville, he and his wife, the former Ethel du Pont, and their son, Franklin, third, live in a little white brick house at the edge of town. Like many Roosevelt houses, it is full of models and prints of ships, and the study, where the Roosevelts were photographed, is stacked high with books and pamphlets of American law.

Young marrieds

TONI FRISSELL

at college

Mr. and Mrs. Anthony A. Bliss

Another young couple living in Charlottesville, Mr. and Mrs. Bliss, were photographed on a balcony overlooking the lovely, white-pillared brick buildings that Thomas Jefferson designed for the University of Virginia.

Mr. Bliss, one of America's great breeders of Chesapeake Bay retrievers, came here just after his marriage to the former Barbara Field. Her brother and his wife, Mr. and Mrs. Marshall Field, junior, with Mr. and Mrs. A. J. Drexel Paul, junior, came soon after, and now all these young husbands are studying at Virginia's famous law school.

WHO'S LOONY NOW?

An insane little libretto about four winds, for a quick, but insane little ballet

By Alexander King

LIKE most sane men, I have of course not the slightest earthly use for anything connected with the ballet. My anti-ballet attitude—my balletto-sanity, in short—is not founded upon any special systematic phobia for which I would be ready to proselyte. I simply know that although I like girls very much and most music reasonably well, the combination somehow never appealed to me as an evening's entertainment.

I have on two or three occasions in the past visited certain expositions of this nature, but I always occupied myself, during intermissions, by grunting cynically into my moustache while Mr. Lincoln Kirstein, or some other well-known enemy of the law of gravity, was giving imitative leaps to spellbound ballet-toesters in the lobby.

But about two weeks ago, a crisis occurred in my life. A girl whom I had not seen in over two years was visiting New York and phoned me only on the day prior to her departure for her home in California. That evening we dined reasonably well, saw a bad play, and, somewhere around midnight, looked in at the Golden Gate Ballroom in Harlem. Let me explain to the uninitiate that this is one of the largest, best ventilated, and altogether most attractive places for after-dinner dancing in America. On the particular evening in question, the hall was practically preempted by some branch of the Loyal Order of Something (the coloured variety), and the band under the ægis of Coleman Hawkins was literally beating its brains out.

IT was a honey of a night. "The stuff was there, and it was mellow." In the dim, flattering light, the beautiful face of my young companion vibrated with a wonderfully provocative rhythm. It suddenly dawned on me that within a few hours she would be gone—that this utterly delightful and charming young creature would be well on her way to Southern California.

"Why are you going back?" I asked her.

"I'm going to dance in a ballet," she said.

Her reply was like a blow between the eyes. I could see her pirouetting senselessly in some Gargantuan Hollywood Bowl, while famous first-nighters held flash-bulbs for still more celebrated photographers.

But I am a man of quick decisions. "Suppose," I said to her, "you could find a ballet to dance in, here in New York. Would you stay?"

"Of course I would," she said. "I love New York."

I was a man committed. "Come," I said. "I'm going home to write you a ballet."

"But I'm leaving at two o'clock to-morrow."

"By ten-thirty in the morning, I shall submit my ballet to The Ballet Theatre. And by twelve o'clock, I can assure you they will have promised to let you perform in it."

"But what is it about?" she asked. "Have you ever written one—?"

"I will tell you the plot on the way down-town."

SHE looked at me appraisingly for a moment, reached for her wrap, and said, "Don't you think that last Martini...?"

"Not at all," I said reassuringly. "You must pay no attention to what you see or hear about me. There are even certain people in New York who pretend that I don't exist...that I'm merely an unpleasant rumour set into motion by two Hungarian journalists in a coffee-house in Budapest several years ago...that I am a literary fiction used for slanderous purposes...that I am the nom de plume of Ferenc Molnár, Dr. Kommer, Alexander Woollcott, and Clare Boothe."

"I understand," she said.

We had gotten out into the street, and, as we settled back in our taxi, I told her all about it.

"The trouble with ballet is—it puts the stupid to sleep and frightens the intelligent. I shall attempt to give it a new lease on life, new ideas, and see if it can't be taken away from the faddists.

"The plot of my little story is laid in two scenes. Scene One is atop the New York Times Building on some midnight in February. When the curtain rises, we see the *spumoni* effects of Times Square glittering in the background, and, to some music stolen from Honegger, Hindemith, and Debussy, we are about to witness a meeting of the Winds.

"The North, East, South, and West Winds, each fittingly dressed in the trappings of the locale where he originates, have come to take their places at a Board of Directors' meeting. (Continued on page 100)

• OPPOSITE. No show in town is younger than "Two for the Show," with its new star, nineteen-year-old Betty Hutton, photographed at the top of the pyramid, leading the hit number, "Calypso Joe." With her are William Archibald, a singer from Trinidad, and that entrancingly flexible dancer, Nadine Gae.

In the last five months, Miss Hutton rocketed from a star basketball player to a star singer, signed a movie contract, and, in addition, she has been singing at the night-place, La Martinique, with her cockatoo voice, her Roman-candle dancing

ANTON BRUEHL • CONDÉ NAST ENGRAVING

"TWO FOR THE SHOW," the young revue with (left to right) William Archibald, Betty Hutton, Nadine Gae

Fashion Stakes Day

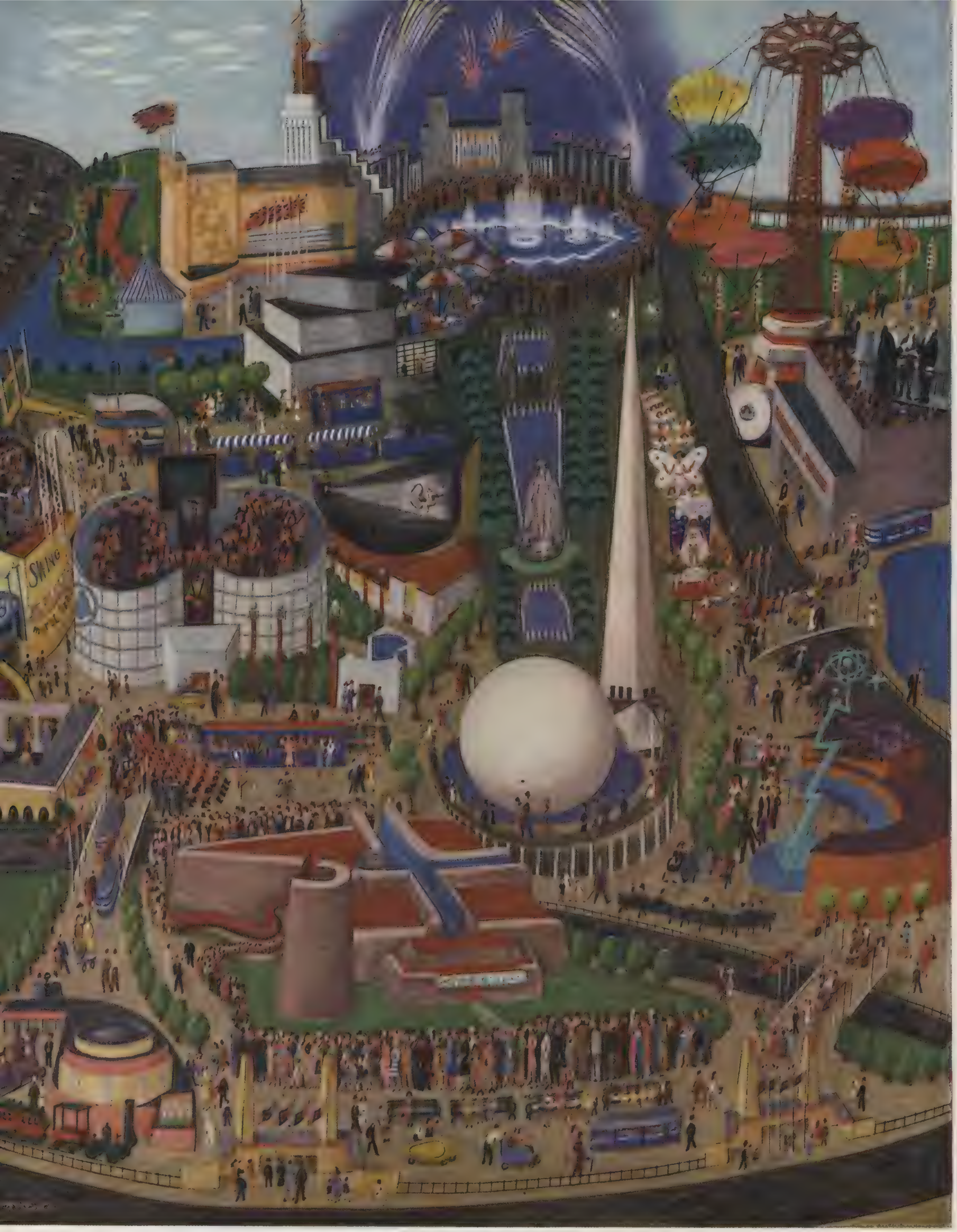
Belmont Park opens brilliantly May 13 with the Fashion Stakes—a race for fillies—and a new feature—a fashion show which Vogue will help to organize. (Details on page 88)

Above: Two fashion entries for Belmont. A blue wool coat with a silk dress. A grey jersey dress. Bruyère hat, platina foxes. Costumes: Saks-Fifth Avenue Originals

at Belmont Park

For the first time at Belmont, fashions will be so important, opening day is dedicated to them—with a new race, new trophy, and mannequins in models from New York shops

Above: Two more entries for race-goers. A silk dress with Talbot's organdie hat. A suit of bengaline and Reboux's straw hat. Costumes: Bergdorf Goodman Originals



NEW YORK WORLD'S FAIR: gayer, more brilliant than ever, a confetti-bright playground for 1940

World's Fair—1940

Younger, relaxed, and far happier than last year

LIKE the infectious panorama on the opposite page, painted amusingly, accurately, and especially for Vogue by Lucille Corcos, the World's Fair this year has no self-consciousness. It has old pleasures, some slightly different pleasures, and new pleasures.

THESE ARE NEW IN THE AMUSEMENT AREA.... There is the Op'ry House, with old-fashioned melodramas and aged movies, among them "Tillie's Punctured Romance," with Charlie Chaplin and Marie Dressler.... There is the Dancing Campus, a great crenellated collegiate building, with that prerequisite of American higher education—a succession of good dance-bands.... There is the terrifying ninety-degree-angle Wall of Death Hippodrome, with motor-cycles skidding hysterically.

But the biggest new show of all is the enormous historical pageant, "American Jubilee," moving swiftly as a tubular train. The Jubilee tells all, from America in 1789 to the next inauguration; it has scenes showing Lincoln's assassination, Rector's glamour restaurant, and Jenny Lind, singing at Barnum's Museum.

Produced by young Albert Johnson, who has the face of a secretive, smart boy, it has that new song-writing team, Oscar Hammerstein, second, and Arthur Schwartz, and for the ballet, Catherine Littlefield and her corps.

THESE ARE NEW IN THE INDUSTRIAL AREA.... There is the elliptical World of Fashion Building, full of mannequins lounging around in beautiful clothes, full of exposition shows on textiles, with one of its fresh ideas a typical American department-store restaurant. (Mary Lewis has directed the whole project.)

There is The American Common—quite different from "American Jubilee"—standing where the leveled Soviet Pavilion was; it has a white fluted band-shell, where every week a different nationality will hold a street fair.... There is the exhibit of the lovely miniature rooms, each perfect as a shelled almond, all designed by Mrs. James Ward Thorne.... There is the "horse opera," called "A Thousand Times Neigh," in the new theatre wing of the Ford Building. Done by the Ballet Caravan, it shows the history of motor-cars as seen by a limber-jointed but displaced horse.

THESE ARE DIFFERENT.... The name of the Amusement Area is now "The Great White Way".... The Parachute Jump has switched lots.... The Music Hall has a cut-down version of "The Streets of Paris," with slap-happy Abbott and Costello, and Gypsy Rose Lee, the ex-strip-teaser, who won't take off her clothes.... The fireworks are animated, blazing pictures of the day's news....

The Swedish Building has a long *smörgåsbord* bar, curving about its garden, where a quick sandwich and a drink can be had in less than two hours.... The emphasis in the Masterpieces of Art exhibition has been shifted to include more modern painters, among them Winslow Homer, Ryder and Eakins.... The Aquacade, instead of the mad carpenters, has Frank Libuse insanely playing a piano; Billy Rose has a new song, "You Think of Everything, Don't You?", but Eleanor Holm is still Aquaqueen.

THESE ARE BETTER.... The admission price is now fifty cents.... There is a condensed feeling, with more expositions in smaller areas.... Television is more importantly displayed, this year in ten little living-rooms, each with a receiver set casually against a wall.... The slightly mediæval lace-making demonstration now has taken the place of static diamonds in the Belgian Building....

There is a better emphasis on the less expensive foreign-area restaurants, which, in 1939, suffered from the notion that exotic food is high-priced—which it is.... And Constitution Mall has a velvety roll of white pansies instead of (Continued on page 103)

The

MRS. OSWALD LORD, CHAIRMAN OF WOMEN'S PARTICIPATION IN THIS YEAR'S FAIR HORST

WITH MR. HARVEY GIBSON, SHE DISCUSSES FAIR PLANS

AT HER WAGNERIAN OPERA CLASS, SHE FOLLOWS THE SCORE

IN CHINATOWN, WITH MRS. F. B. CHU, HEAD OF CHINESE RELIEF

remarkable Mrs. Oswald Lord

The extraordinary figure, who heads five thousand women at the New York World's Fair, and is importantly involved in a dozen other activities

KARGER-PIX

WITH HER CHILDREN, SHE WORKS ON AN "ERECTO" SET

AT EAST SIDE HOUSE, SHE SUPERVISES THE PAINTING CLASS

EAGER as a child at a three-ring circus, Mrs. Oswald Lord lives in the middle of the humming circle of New York's activities. This year, of course, the centre ring is her job as Chairman of the National Advisory Committee for Women's Participation in the New York World's Fair—the position Mrs. Vincent Astor held last year.

But with her tremendous energy and her insatiable curiosity, Mrs. Lord is also involved in relief-work in Chinatown, and settlement work at the East Side House. She goes to a class once a week to learn how to follow Wagnerian scores. She takes lessons in French at her French Club. She learns civics at the City Council meetings. She makes speeches for the Fair all over the city, from Staten Island to the Junior League, of which she was president for two years. And the solid platform from which she launches into all these is her full life at home—with her husband and their two little boys, and her friends.

The quality that has made this scope possible is her universal, almost fanatical curiosity—her dominant characteristic. It is back of her avid newspaper reading, back of the wide scope of her interests. Her vitality is the channel through which it runs, the force that enables her to concentrate so fiercely on everything that moves into her orbit. With little vanity and no pretentiousness, she has the objective power of a giant search-light. Her interest never flags—she gives as much attention to her sons' story of the zoo as she gives to the program of a Committee meeting.

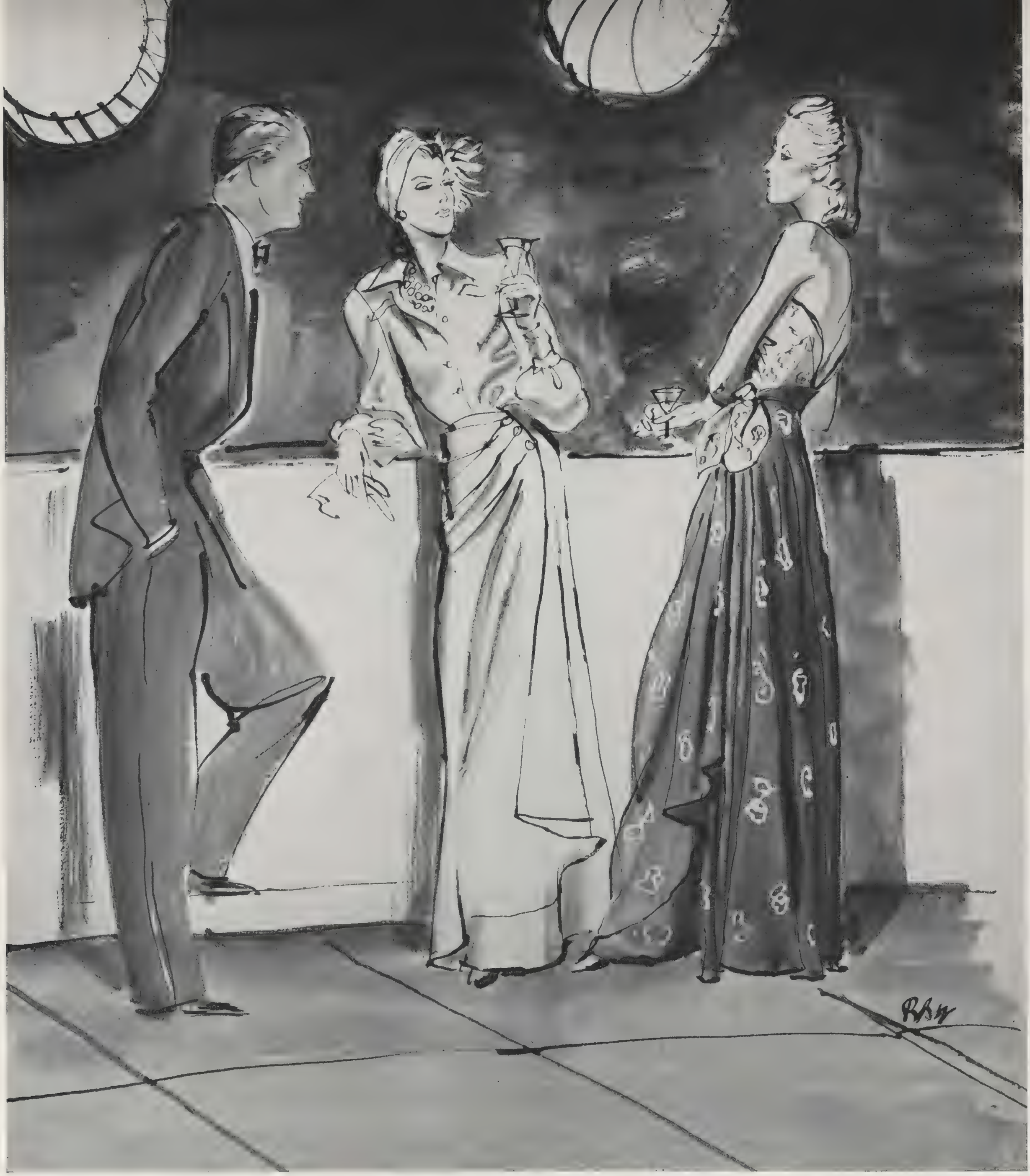
One of the best moments in her day is the late afternoon when the family gathers in the big library of the Lords' duplex apartment—the children home from the park, and Mr. Lord back from his textile business. Mr. Lord's hobby is politics, and a few years ago he invented and patented the game of "Politics"—intricate and rather erudite, but very popular. Winston, the younger son, is two and a half, a rather shy child, full of sudden, surprising dimples. Charlie, who is nearly seven, is more like his mother. He has her searching blue eyes, her enthusiasm and spontaneity. The library is often their playroom, and their construction sets are always teetering on a card-table in one corner.

This room, with its warm, red walls, its chintzes and low chairs, full of the easy informality of a country house, is the core of the Lords' apartment. The book-shelves bulge with Mr. Lord's collection of political biographies, with the children's sets of Cooper and Babar, with Mrs. Lord's collection of modern French writers and rare editions of poetry. Here, Mr. Lord worked out "Politics," the floor covered with big, glass-headed pins. Here, on a small Italian desk, surrounded by stacks of papers, Mrs. Lord, furiously absorbed, writes her speeches, her pursed mouth drawing her high-boned cheeks into a smooth, efficient mask, her blue eyes bright under her dark hair. (Continued on page 88)

Side-saddle

Pause over these pages. Introduced here is an exciting skirt-line. You who ride side-saddle will recognize it. That wrapped-to-the-side movement. Hip-swathing. Lifted drapery

• Clarepotter designed this slim dinner-dress—water-lily green rayon crêpe, its skirt drapery concentrated on one side, its hem bordered in pale blue. Bonwit Teller; I. Magnin



drapery—for evening

• Two more versions of the flattering equestrienne drapery. First: a beige shantung dinner-dress—its skirt swept to one side and fastened with gilt buttons. Arthur Falkenstein

• Side-drapery on an evening skirt that you wrap over a bathing-suit. Green-and-yellow rayon for the skirt and bandeau. Yellow shorts beneath. Lord and Taylor; I. Magnin

Side-Saddle

Into every niche of your wardrobe, side-saddle drapery insinuates itself—even into the field of play clothes. And on the beach it has the same dash it has in the hunting-field.

• A side-saddle skirt of beige linen wraps over shorts of brown-and-white striped silk jersey. The side-draped blouse is teammate of the shorts. Brigance design; Lord and Taylor

• High on the hips drapes the skirt of a spectator sports dress of brown-and-white rayon crêpe. This is from Jay-Thorpe

drapery—for day

• Just a suggestion of side-drapery on the abbreviated skirt of a bare-waisted bathing-suit. Brief, too, draped, too—the bandeau. Green-and-blue rayon crêpe. Lord and Taylor; I. Magnin
• A play skirt of pink cotton wraps sidewise over shorts. Long-sleeved top of white Celanese rayon jersey. Altman; I. Magnin
• Looped to one side in perfect mimicry of a side-saddle skirt—a pale green-and-white silk skirt. With it—one of those beautifully classic white rayon crêpe shirts. From Jay-Thorpe

A French Decoration for America

This tricolour pin of the American Friends of France, on sale across America to aid the French évacués

You'll find this gallant little cockade in shops across the U. S. A. Buy it, not merely because it's decorative, charming, and smart, but because it was made especially for the American Friends of France, who receive a generous percentage of every sale. Wear it, as your heart's reaction to the crumpled, tear-stained face of the little Alsatian évacuée you saw in the rotogravure—the desolate pantomime of old people, trudging a road that grows less and less familiar with every creak of the cart wheels.

Under the direction of Miss Anne Morgan, the American Friends of France work tirelessly to establish these civilian casualities in sections which are safe; to fight plague, dirt, malnutrition; to find work for capable, work-worn hands, to forestall the tragic degeneration which follows unnatural idleness.

Further, they must teach the first principles of sanitation; must battle ignorance, panic, mediæval traditions; must understand the apathy of the hopeless, the despair of the rootless, and the deep, scarring hurts of children that go far beyond the lack of pinafores or porridge. Wear this pin for the American Friends of France, who succour the helpless, the weak, the unhappy.

HORST • CONDÉ NAST ENGRAVING

It's natural for summer

Soothing, cool to the eye, an American natural, is beige. It's booked ahead for summer. To city avenues, to country terraces, will go this clear-cut blouse and skirt of rayon crêpe, deliberately simple, designed by Clarepotter for Bonwit Teller. The silk shantung turban from John-Frederics. The pearl, agate, and jade jewellery, from Guitel Montague

Dividing

LINEN SLACKS, tailored faultlessly to feminine architecture—beach annuals. With these, a cotton pull-over hilariously striped, with a sweat-shirt neck. Jay-Thorpe

LONG CORDUROY SHORTS, the soldier-in-the-tropics length, designed for a lithe, flat-hipped woman. Silk crêpe blouse the identical shade. From Best; I. Magnin

CUFFED RAYON SHORTS, so brief they scarcely show below the long-line rayon jacket. Shorts this length flatter slender tanned legs. From Lord and Taylor; I. Magnin

lines

WOOL GABARDINE SHORTS, as painstakingly made as your tweed suit, with a broad-shouldered wool gabardine jacket. Nice for beach; bicycling. Best; Bullock's-Wilshire

RAYON CRÊPE PYJAMAS, trousers in their softest incarnation—for lunch at a cabaña, or covered-up sun-sitting. These are striped. From Bonwit Teller; I. Magnin

SPUN RAYON CULOTTES, hybrids with the look of a skirt and the comfort of trousers. A short-sleeved blouse and a cardigan make the outfit a trio. Trio from Peck and Peck

Ballerina skirts throng the beach

BALLERINA BATHING-SUIT—first in Vogue, December 1; now national pet. Piqué one; at Lord and Taylor

AWNING STRIPES for the bodice of a ballerina-skirted rayon sharkskin suit; for coat. Bonwit Teller

HAWAIIAN PRINT for a spare-ribs suit of cotton—its skirt, again, a wide ballerina one. Altman has this

POKER-CHIP DOTS on a lazy, sit-in-the-sun suit of Cohama Crown-tested rayon sharkskin. From Macy's

EQUATORIAL FLOWERS ramble over a ballerina suit of Sanforized Ameritex cotton. Best; Ransohoffs

ABOVE-KNEE PLAY SKIRTS, last-autumn college fad, is this spring's lively young fashion. First: Above-knee white piqué tennis dress. $6 at Mary Lewis. Second: Above-knee dotted skirt, bloomers, blouse, all of spun rayon. Total: $19.95. Jay-Thorpe. Third: Skirt of striped cotton madras; $7.95. Blue wool jersey top; $5.95. Both; Lord and Taylor

Bolin

Ballerina skirts go out to play

JOHN SWOPE

Mr. and Mrs. Leland Hayward, with their two daughters

Margaret Sullavan and Leland Hayward

The thoroughly undramatic home life of a famous actress and her famous agent-husband

TO Margaret Sullavan and her husband, Leland Hayward, the fun of their after-work life lies either in playing with their two young children, or in flying over California. For both of them work hard—Mr. Hayward at his agency offices in Los Angeles; Miss Sullavan at the MGM studios, where she has just finished making "The Mortal Storm." In it she stars again with James Stewart, who spends much of his time with the Haywards at their Hollywood home.

With her shiny, little-girl hair, her curious ability to look both like a straight-forward Junior Leaguer and a doomed, Deirdre-like creature of imminent disaster, Miss Sullavan hides her hard work under the cloak of her understated acting. Mr. Hayward, who gives the effect of a casual, friendly young man, with nothing much to do, is one of the most important movie agents in America, and runs an enormous literary, theatrical, and radio agency, managing such actors as Maurice Evans, Fred Astaire, and Raymond Massey, selling the work of authors like Dorothy Parker, Howard Lindsay, and Russel Crouse.

ALL the non-professional hours of the Haywards are spent either at the airport or with their two little girls—Bridget, who, at fifteen months, is in the stage of concentrating seriously on everything, and Brooke, a pretty, volatile child who is nearly three. Flying, a new interest for Mrs. Hayward, who is only just learning, has been Mr. Hayward's passion for eight years. As director of TWA Airlines, he still spends so much time flying that the first thing Brooke ever said was, "Daddy's in Albuquerque."

At their house in Brentwood, a Booth-Tarkington-small-town suburb of Los Angeles, the family life is quiet, settled, concentrated largely on the children. On holidays, they spend long afternoons with the children, lying in the sun by the pool, or playing with them on the lawn, under the trees.

These trees—slanting acacias and grey peppers—are the reason why the Haywards bought the place. The house itself—now a pleasant, white clapboard house with big bay-windows—was completely torn apart when they bought it. When Bridget was born, they added a new nursery wing. It is all Early American, inside and out—full of rag rugs and maple furniture, chintzes and organdies and sun. But it is to the nursery that the Haywards always come after work, to read to the children in front of the nursery fire.

MRS. HAYWARD WITH JAMES STEWART AND MR. HAYWARD

MR. HAYWARD, MRS. HAYWARD, AND MR. STEWART

JOHN SWOPE

MRS. HAYWARD FLIES A TRAINING SHIP

Margaret Sullavan

FIFTEEN-MONTH-OLD BRIDGET, HOPING FOR A TASTE OF COCA-COLA

THE PLAYROOM, EARLY AMERICAN MAPLE AND CHINTZ

THE HAYWARDS, HELPING THEIR WATER-LOVING DAUGHTERS OUT OF THE POOL

THE HAYWARDS BREAKFASTING ON THE TERRACE

and Leland Hayward at home

JOHN SWOPE

MARGARET SULLAVAN'S BEDROOM LOOKS OUT TOWARD THE POOL

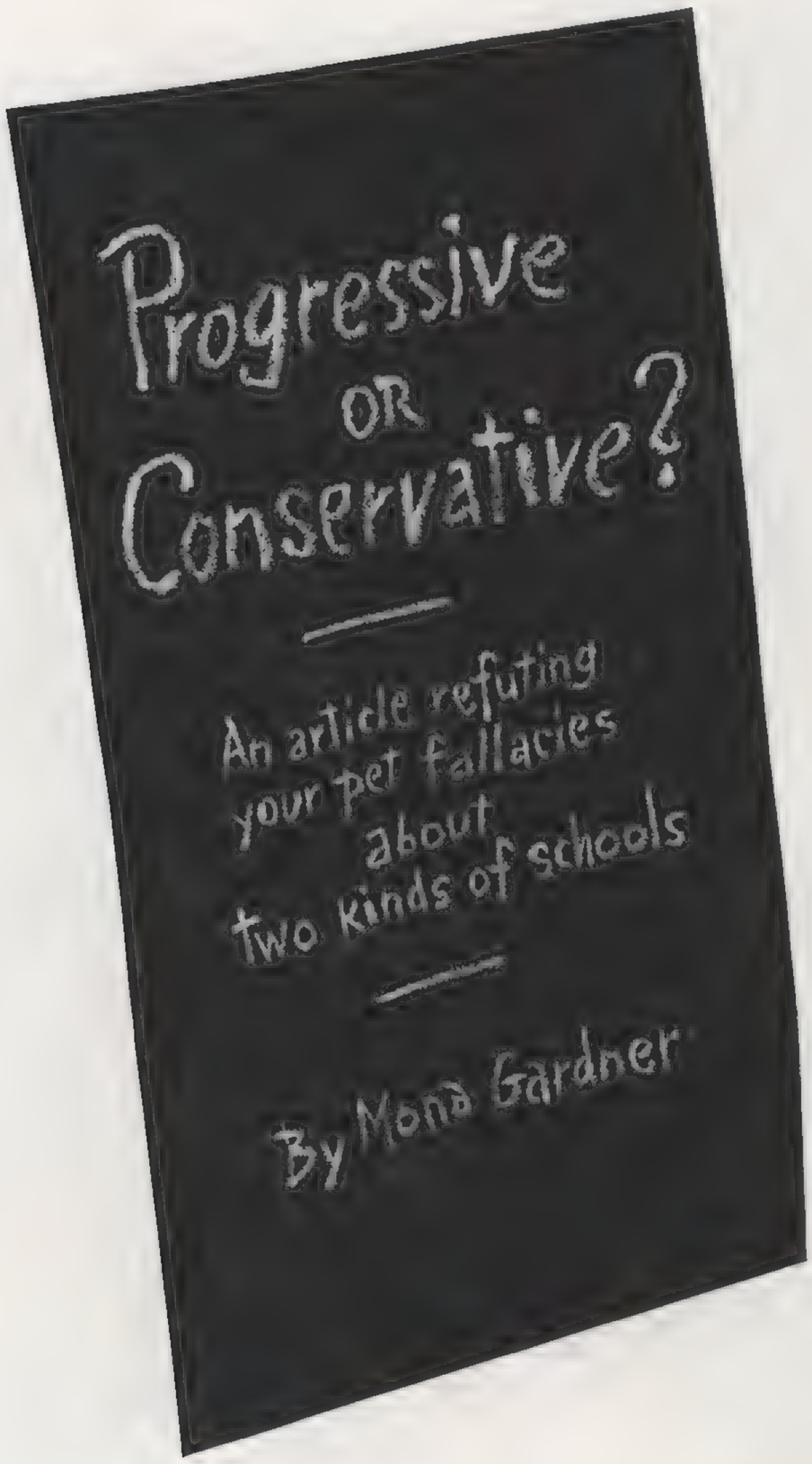
THE HAYWARD HOUSE IN HOLLYWOOD, WITH BRIDGET'S PLAY-PEN ON THE TERRACE

BROOKE HAYWARD IN THREE POSES

BROOKE HAYWARD, PLEASED WITH THE FLOWERS SHE PUT IN HER HAIR

ORDER—children lined up quietly in the hall

DISCIPLINE—child sent out of the classroom



ONE of the major lotteries of being a parent these days is the job of choosing between conservative and progressive schooling. The trick to it is you have to wait about thirty years to find out whether or not you have drawn a winning ticket. Schooling can be so final—not the facts siphoned out of books each day, but the indelible pattern which work and thought-habits make upon the mind. This pattern is a kind of tag we all wear afterwards, and it classifies us rather permanently. Still, you know the results you want—you want your child to be an individual, to be gloriously reliant, courageous, resourceful, and genial in the daily act of living. There is nothing for it but to shop among schools, the conservative ones, the progressive ones, for the mental pattern you want.

There are all sorts of things to confuse you when you start shopping at progressive schools. The window-dressing for one thing; all those finely starched and pleated phrases that fly

MUSIC—rhythm band with child-conductor

NEATNESS—little girl putting her books carefully away in neat cupboard

CONCENTRATION—whole class intent on teacher

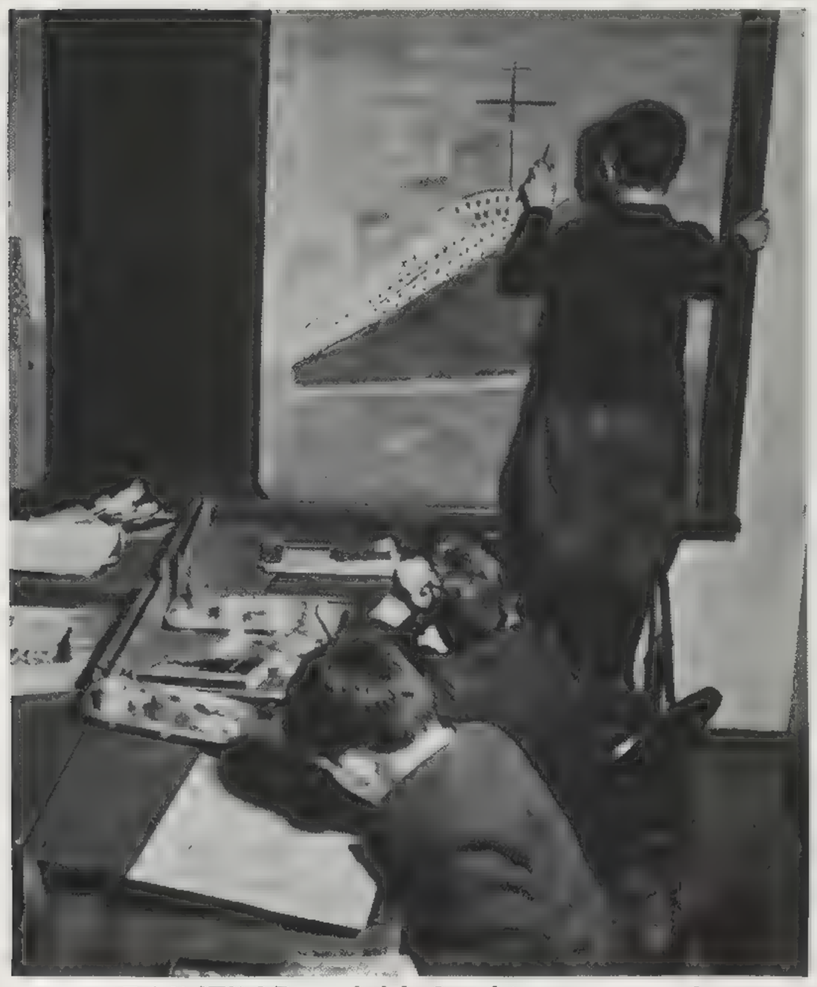
around like kites. Then there are the large chunks of awe which adults give to children, "Oh, such a *sensitive* being!" they say, in the same tone they would use for a goiter. And, like as not, while you sit watching progressive education being modeled for you, you remember the story you heard over the tea-table last week—the one about the pretty, progressive-schooled girl who, when asked to read, exclaimed pityingly: "Oh, but we don't read in our school, we make cranberry sauce!"

But none of these things define progressive schools as you see them, except the exaggerated and, already, old-fashioned ones. Obviously the ferment of experimentation has quieted: the radical mood has moderated until now it is almost conservative. Underneath the trick verbiage, behind the paint-brush, and the cranberries, there is plenty now that is reasonable, sane, and fundamental. Progressives take a child with (what they call) expressiveness. They indulge, they rally, they reassure this...well, all right, this *expressiveness* so that it matures fully as Nature and heredity designed it. Along the way, each ability is taken out, recognized, tried; and tested; all of the senses are quickened. In other words, the pupil comes to life.

There is orderliness in *good* progressive schools. It is a fallacy to believe these classrooms are filled with riotous egos, screaming individuality and churning through studies. If you find this, your shopping will show you it is the fault of specific teachers, not of the system. In one well-known progressive school in New York, the older students decorously voted to ask the faculty for more orderliness in class and for quieter study halls. That must have brought down at least two of those fine kites.

Actually, up-to-date progressive schools have discipline. They insinuate it into the curriculum, though, under the name of co-operation. For six hours a day, awareness of others is stressed. Teachers use it in group (Continued on page 101)

ANDRÉ KERTÉSZ


PAINTING—child finishing a mural

DANCING—little boy learning ballroom steps

PROJECT—boy making map for geography class

Summer sleeves

ANTI-bouffant...anti-sweet story-book princess ...are these long shafts of dresses. Their skirts—fluid, bulkless. Waists and hip-tops tightly fitted. Sleeves...long, long. Dolmans are back, bringing a slightly siren flavour. Very draped and opulent. Very Turkish. They no longer stem from the waist-line...but are cut with far more skill from a shallower armhole, so that bodices are fitted, definitive. Antithesis to the draping dolman is the tight-sleeved, equally elegant jersey-and-chiffon dinner-dress on this page:

Right: The coolest spring green...its silk jersey bodice and sleeves cling closely. The white-and-green paneled chiffon skirt flows and ripples like water. A Germaine Monteil design, at Bonwit Teller; Bullock's-Wilshire; Ransohoffs

Opposite page, first: The dolman, handled with great strategy in a brilliant chrysanthemum-flowered chiffon rayon jersey dinner-dress. Its moulded waist, fitted over the hip-tops, releases a skirt hanging in folds like the channels of a column

Opposite page, second: Dolman dramatics in the crackly silk taffeta jacket that ties over a fluid, white, draped chiffon dress—also dolman-sleeved • Both dolman dresses are Omar Kiam designs. At Saks-Fifth Avenue, New York and Chicago

Dolmans wing in again

TONI FRISSELL • CONDÉ NAST ENGRAVING

Dove-grey for gentle readers

Nylon stockings: the facts and the fables

PRACTICALLY newborn is the word "nylon." In the language scarcely more than a year, it's been spoken and written so many times that it's now completely at home. Nylon is a synthetic, contrived from coal, water, and air by complicated chemistry. It makes, among other things, a fine thread that's woven into stockings.

Tantalized almost to a frenzy by the fascinating rumours, the legends surrounding nylon stockings, American women are at last going to see them, buy them, wear them. Sight unseen, nylon stockings became a Topic of Conversation; now at last they're a tangible, demonstrable fact.

Nylon stockings *are* remarkable. The facts about them, amazing. Naturally, a few wild fallacies have crept into the story, in the repeated telling. There are fables about nylon stockings, and there are facts. We discriminate for you:

This is fable: Nylon stockings are immortal, lasting practically forever, like heirloom silver.

This is fact: Nylon stockings *will* wear a remarkably long time, under the right circumstances. Provided you buy them in your usual brand, weight, size, and gauge, provided you give them the loving care you give all fine things. Remember, though, that they're sheer stockings, and not cast-iron. Don't pull them and haul them and subject them to all sorts of tests the minute you get your first pair. Don't let your scientific husband experiment, either. Treat them with respect.

This is fable: Nylon stockings won't run. They won't snag. Peace, it's wonderful!

This is fact: Nylon stockings, thanks to the test-proven tensile strength of the yarn and the special finishes used, are very reluctant to snag. But snag they will, under provocation. Because they snag less, they run less. If a thread is broken, they'll run—any knitted fabric will. However, they're less likely to spring runs, thanks to the aforementioned tensile strength. Above all, remember that there are good nylon stockings and less good nylon stockings, just as is the case with anything else.

This is fable: Nylon stockings will be horribly expensive.

This is fact: Nylon stockings will cost no more than your good silk stockings—you can pay anywhere from about $1. to $1.65 a pair, depending on the gauge. The sheerer the stocking, the higher the price. Each stocking company will set its own prices. Each company buys the nylon yarn from Du Pont and knits it into stockings on its own machines—which will account for the differences in stocking proportions, lengths, stretch-tops, toe-construction, and garter-run stops.

This is fable: A nylon stocking in a given weight is sheerer than a silk stocking in the same weight.

This is fact: The nylon stocking only *looks* sheerer. This is because every nylon thread is mechanically smooth and even. Even the finest silk thread, since it is a natural fiber, has tiny, natural irregularities. Hence there's more air-space, more actual area where skin can show through. The smoothness of nylon gives it an ungrained look. And your nylon stockings need less reinforcement—little or none shows even with low-cut shoes. All of which, ladies, makes your legs and feet look beautiful.

This is fable: Nylon stockings are suitable only for certain climates.

This is fact: Heat—short of a temperature of 480°, at which nylons quietly melt—has no effect on them. In damp climates, nylons won't mildew. If you should get caught in the rain while wearing them, don't worry—they won't show rain-spots to any perceptible degree. Moths haven't the slightest gustatory interest in nylons. You can travel with a supply—they don't deteriorate.

(Continued on page 105)

Opposite:

DOVE-GREY, that gentle, dreamy colour with a distinction that comes of understatement, alights on the summer scene. Dove-grey is this silk marquisette dress; dove-grey its Minoan jacket of silk satin. At Jay-Thorpe. Jewels; Tiffany & Company. Primrose House "Maraschino" lipstick

COMPANY'S COMING

Dress-up clothes for the very young

ANDRÉ KERTÉSZ

DOTTED GREEN DIMITY for a photograph-album dress you'd put on your daughter when company (hers or yours) comes. Lord and Taylor

DOTTED SWISS, blue-and-white, for Alice-in-Wonderland-age. At Lord and Taylor. Batiste top, linen skirt; Bonwit Teller

TUCKED BLUE LINEN for a shiny-dark-haired, tailored-type of little girl. There's a cherubic collar of lace and lawn. Best

SMOCKED DIMITY, dress-up for a little girl who's going calling with her mother. Where smocking stops, a brief, flaring skirt starts. From Best

TINY-FLOWERED DIMITY, by Everfast, for a dress with velvet laces at the waist and a full skirt flaring above chubby knees. At Saks-Fifth Avenue

BLUE LAWN BODICE, WHITE DIMITY SKIRT, with eyelet-embroidery, for a small perky dress with a large perky sash. Bonwit Teller

DAFFODIL LINEN with grey linen touches for a brother-and-sister twosome—real-little-girl dress; real-little-boy suit. Best

PALEST PINK VOILE makes a birthday-party dress, very sugar-and-spice. Ruchings simulate a bolero. Lord and Taylor

ALEXANDER PAAL

Mr. and Mrs. Ronald Reagan at Palm Springs

Stars of "Brother Rat and a Baby" on their honeymoon. Ronald Reagan was, before Hollywood, a sports reporter, NBC announcer. Mrs. Reagan (Jane Wyman)—singer, story-writer. Their next picture is "Angel from Texas." They swim in Mabs of Hollywood Sharktex suits. Best; Bullock's-Wilshire

Location...Palm Springs

Betty Chaplin, Charlie Chaplin's gay, pretty second cousin from London, is visiting in California. Her enthusiasm—not the stage or films—but writing. Here she wears saddle-stitched shirt and shorts of pink Moygashel linen—tailored to perfection. You will find them at Bonwit Teller; Neiman-Marcus; Bullock's-Wilshire

(Below) Betty Chaplin in a fisherman slack suit—made for more serious angling than she practises here. She is trout-fishing in the well-stocked stream of the Palm Springs Tennis Club—where they cook your catch for lunch. The smock suit is of soft green denim. Bonwit Teller; Neiman-Marcus; and Bullock's-Wilshire

BETTY CHAPLIN

CHARLIE CHAPLIN'S SECOND COUSIN, BETTY CHAPLIN

DE MOLAS

Come out

White—the one colour that compliments the fair, dramatizes the dark, appeases parents, enchants friends, beguiles beaux, admits no competition. To come out in—this dress of white rayon net, swirled with ruching. An unforgettable dress with a price that won't weigh on your conscience. $59.95. Lord and Taylor; L. S. Ayres; Neiman-Marcus

in white

White silk organdie—for your own or some one else's party. Scattered over its skirt—life-size gardenias. Substitute real ones the night of the dance. Whittling your waist—a wide green girdle. A dress that won't blanch at packing. And a merciful price—$39.95. Kalmour design. Saks-Fifth Avenue, New York, Chicago, Beverly Hills

Under twenty —

Evening cottons under $20
for you who are under 20 years

Flowery Everfast cotton
red-and-white. Wear it with
the blue cummerbund,
or bare midriff. $17.95

Dotted Swiss, blue on white.
A dancing dress that's
nine-tenths ruffles. $17.95 buys it

White French voile
for a misty peasant skirt
all in one with a bodice
of blue rayon hopsacking. $19.95

White waffle piqué.
Trimmed with Irish lace.
A dress with princesse lines
and democratic price. $17.95

Striped piqué,
scarlet-and-white,
with skin-tight bodice
and dirndl skirt. A mere $14.95

All dresses; Franklin Simon, Neiman-Marcus; I. Magnin

PHOTOGRAPHED IN VAN'S LITTLE MAKE-UP BAR

Under

Clothes under $20 for you who are under twenty years

PHOTOGRAPHED IN W. & J. SLOANE'S HOUSE OF YEARS

MISS MARTHA PIERCE, Smith College junior, poses for Vogue in the sort of wardrobe the young adore—a wardrobe of flexible two-or-three-piece costumes. Every part dovetails. Every piece goes with Something Else.

THE CASUAL SUIT above is part of the plan. Jacket and skirt, designed by the famous London haberdasher, Izod, are of green linen-and-rayon. The suit is shown with the blouse of the two-piece print opposite. It can be worn with the white silk shirt (if you roll the sleeves). Team the skirt with the shirt and cashmere jumper, and have a golf outfit. The jacket can go with the shorts of the same fabric, opposite. Suit; $17.95. Straw hat; $10.50

DINNER TWOSOME. Separate bodice, separate skirt of red-and-white upholstery sateen. Try the skirt with the silk blouse opposite or, say, a red jersey shirt. The top, with a white skirt. Costume; $17.95

Twenty

For a college girl's summer—

SPORTS THREESOME. White silk shirt; $7.50. Nice with the dinner- or suit-skirt. Yellow cashmere jumper; $6.95. Green linen-and-rayon shorts, to go with the suit-jacket; $5. By Izod

SANDERS-BLACK STAR

TWO-PIECE PRINT. Blouse and skirt of printed green rayon-and-linen, by Izod. (The blouse is shown also with the green suit.) Fine for college week-end or for Sunday lunch. $14.95

PLAY DUET. Back-buttoning blouse, skirt of yellow-and-white chambray. Izod design. The blouse can be worn with the green suit. The skirt, say, with a blue jumper. Costume, $10.95

• The clothes on both pages are at Saks-Fifth Avenue, New York, Chicago, Beverly Hills

SEA CHANGES

From seal-sleek classics to ballerina suits

SEAL-SLEEK MAILLOT—blue wool for a one-piece bathing-suit, cut for swan-diving. Straw bonnet. Goodrich white cotton chenille beach shoes. Best

SLEEK CLASSIC—professional enough for a national meet—made of blue rayon taffeta elasticized with "Laton." Mabs of Hollywood design at Best

DE MOLAS

DIVIDED SKIRT on a Seamolds suit of dusty-pink rayon satin "Lastique." Arnold Constable. Pink Seamless Rubber cap. Kleinert shoes; McCreery

FLARED SKIRT on a suit woven with Controlastic, printed with blue and white scrolls. Worn with a sombrero of blue straw. From Bloomingdale

BALLERINA IN STARS—a Matletex suit of red-and-white seersucker with a white corselet woven with "Lastex." Natural straw sombrero. Russeks

BALLERINA IN JERSEY—a suit of blue rayon jersey with a full, shirred skirt and a bright red jersey waistband. From Abercrombie and Fitch

BALLERINA IN STRIPES—a gay-as-a-merry-go-round two-piece suit of silk jersey in black, red, and white, with a shirred skirt. Saks-Fifth Avenue

STRIPES—red and white, summer's cool favourites—take to the water in a Sacony suit of elasticized satin. White piqué sunbonnet. Altman

STRIPES AGAIN—red and white again—for a short, skirt-fronted suit of Enka Rayon with "Lastex." A hooded terry-cloth beach robe. Bloomingdale

PLAID—sand-yellow and driftwood-brown for a U. S. Rubber bathing-suit. The peaked crown sombrero has red felt chin-straps. From Bloomingdale

TONI FRISSELL

BROWN-AND-WHITE

That non-cloying, decisive duo—brown-and-white. First: Silk crêpe dress and jacket. Germaine Monteil design from Bonwit Teller; Lockhart's, St. Louis; Millie B. Oppenheimer, Chicago. Second: Silk jersey dress and jacket. Nettie Rosenstein design. Bonwit Teller; I. Magnin. Jeanne Tête toyo hat; Bonwit Teller

RE-ENTER: THE PALE FELT HAT

MAYBE you remember, and maybe you don't, but back in 1928 no one dreamed of going into summer without a pale felt hat. Or better yet, half a dozen. Now, that pale felt hat is back, in 1940. Beautiful as ever, with its soft purring texture, its baby-ribbon colours. Slightly wider-brimmed than before.

You'll want a collection of pastel felts. To wear with town suits and prints. To wear with country linens and cottons. If you're young, you'll wear them pushed back. If you're older, tilted slightly forward. They're light as clouds, and as cool. You wouldn't dream of going into summer without them.

Below: The perfect pale summer felt, Dobbs' wide-brimmed, round-crowned version, destined to be a summer love. It's worn with a rough brown rayon coat; a rayon dress. B. H. Wragge costume, Kislav gloves; Marshall Field

DE MOLAS

1

Heat-waivers for town

1. Gingham for town—proof that cotton can make a very citified suit. Rose-and-blue shirt-waist dress and jacket. (Good in country, too.) $29.95. At Saks-Fifth Avenue

2. Unruffled navy-blue and white—a two-piece suit of DuPont's spun rayon, with white piqué revers, cool bell sleeves. $14.95. White straw breton. Bonwit Teller

3. Imperturbable whipcord for town (and country, as well)—B. H. Wragge's suit of Teca's beige spun rayon, with a rayon crêpe blouse. $37.40. From Bonwit Teller

4. White dots—neat and fresh—on this wine-red suit of smooth-finished rayon, with a white blouse. $22.95. Worn with it, a natural straw sailor. At Bonwit Teller

5. Black rayon-and-silk taffeta for a two-piece suit that could be your uniform for afternoon-in-town. $29.95. White piqué flower toque. At Saks-Fifth Avenue

2

4

3

KARGER-PIX

5

PERFUME

Tweed

bewitching as a Normandy meadow

Lenthéric

NEW YORK · PARIS · LONDON

THE CHRYSLER CROWN IMPERIAL

SEE THIS ENSEMBLE FOR LUXURY!

NO matter how many fine cars you now have in your service, you'll find in the Chrysler Crown Imperial an ensemble for luxury that is more complete than any you have ever known.

It will make you think your chauffeur has been taking post-graduate driving instruction . . . or if you're driving, you'll be proud of your new skill. That's Fluid-Driving . . . smoother, gentler, quieter than any drive ever put in a motor car. (Only Chrysler can give you *Fluid Drive.*)

You'll think you're on smooth, new pavement all the way. That's not only because of Crown Imperial's size and weight and splendid shock absorption . . . the crowning touch is Chrysler's (exclusive) scientific weight distribution. It literally cradles you at the center of balance, which is the center of comfort.

WOMEN PREFER THESE CROWN IMPERIAL LUXURIES

★ ★ ★

Fluid Drive

Easy-Entry Rear Doors

All-Weather Aircontrol

Laidlaw Cloth Upholstery

Finest Marshall Springs

Airfoam Seat Cushions

Floating Ride

Aero-Type Shock Absorbers

Time-Tested Hydraulic Brakes

Goodyear LifeGuards

You'll wonder why the great cushions are so much softer and more buoyant than yesterday's best. That's because you're sitting on the finest Marshall springs *and* Airfoam . . . not simply one, but both.

The air you breathe is filtered, circulated without drafts, and warmed when necessary . . . not by a mere winter heater, but by Chrysler's ingenious All-Weather Aircontrol.

Luxury everywhere . . . the rich beauty of Laidlaw cloth . . . the spacious body with its Easy-Entry doors . . . even the mental ease of All-Steel body, hydraulic brakes and Goodyear LifeGuards . . . and all included in the price.

Why not indulge yourself today? Telephone your Chrysler dealer for a ride in the Crown Imperial.

★ Tune in on Major Bowes, Columbia Network, Every Thursday, 9 to 10 P. M., Eastern Daylight Saving Time.

BE MODERN *Buy Chrysler!*

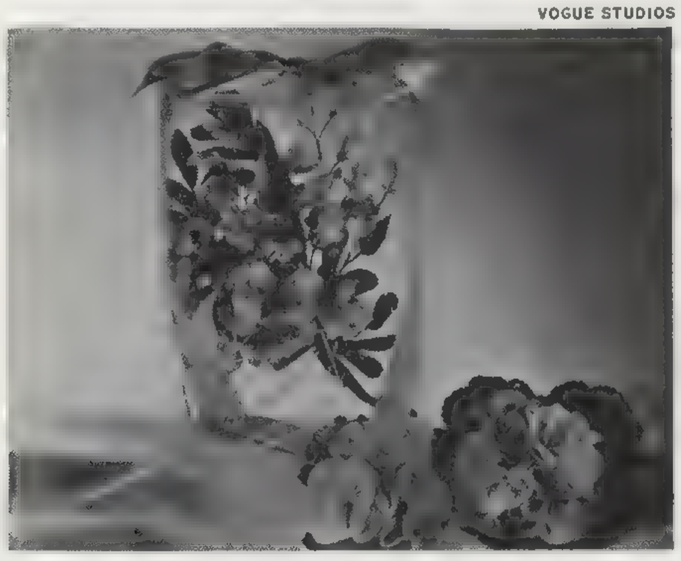
DISCOVERIES IN BEAUTY

How nice and thoughtful of Guerlain to bring out a new, small-size toilet-water in all their favourite perfume odours. If you want "Shalimar," "L'Heure Bleue," "Liu," or "Mitsouko," for instance, in a lighter form, you may now have it, complete with atomizer top

Cecil Page's Eaux de Cologne—"English Garden," "Persian Lilac," and "Gardenia"—have been favourites on our dressing-tables for some time. Now, she has created these attractive miniatures for your purse, which hold perfume in the same three scents

Roger and Gallet keep in tune with summer's floral trend. Their newest perfume, "Œillet Bleu" (Blue Carnation), is a sharp, sweet scent, particularly right for summer. The bottle in its metal frame is secure enough to pack. To be had at stores everywhere

VOGUE STUDIOS



Dorin's Corsachet is a triple threat to unscented wardrobes and drawers—a perfumed corsage (in gardenia, geranium, carnation, wistaria, or white lilac), a sachet to match for hangers, and the scented acetate case for accessories. From Saks-Fifth Avenue

Easy-going elegance in an Ivory-Washable!

It goes everywhere—from bridge luncheons to conventions and dinner "out"! It's got everything, including Bemberg's newest sheer weave "Star Breeze" that's as cool as it sounds! And it's really washable safely, easily at home in gentle Ivory Flakes suds! The fresh whiteness, flower and all, is instantly detachable. Navy, rose, copen, gray, aqua or black. Sizes 12 to 20 . . . under $20.

At your favorite store, or—write to Encore Dresses, 525 Seventh Avenue, New York City, for the name of the store in your city.

PROCTER & GAMBLE • TRADEMARK REG. U. S. PAT. OFF.

BEMBERG . . . famous maker of rayon for sheers, advises the safe care of gentle Ivory Flakes . . . 99 44/100% pure

Fresh Coolness
EAU DE COLOGNE
TALCUM POWDER
POUDRE DE TOILETTE
CRÊPE DE CHINE
RÉCITAL
MADE BOTTLED AND SEALED IN FRANCE
F. MILLOT
PARFUMEUR
NEW-YORK PARIS LONDON

DISCOVERIES IN BEAUTY

The Success School Correspondence Course

WE greet with enthusiastic huzzahs Richard Hudnut's initiative in organizing their Success School Correspondence Course. This course makes beauty, its care and achievement, available to the entire United States...to the girl in the little hamlet, the small-town woman, the lonely lady who lives where the longhorns range. And that's as it should be. For the pursuit of beauty should not be limited to cities with beauty salons.

From the pampas of Argentina to the panhandle of Idaho, letters with beauty problems come to Vogue's beauty department, showing that geography, even isolation, has no effect on woman's urge to discover her own beauty. Chiefly, because the price of the entire correspondence course, and all the paraphernalia included, costs only nineteen dollars and seventy-five cents, it will reach all those potential beauties (secretaries, young-marrieds, coming executives, et cetera) whose income is in the lower financial brackets.

From time to time, Vogue has shown you results obtained by the Success School here in New York. They have always been dramatic in their honest effectiveness and encouraging to all of us—and that is most of us—who are a touch overweight.

The correspondence course is the complete Success School course, the only difference being that you "do it yourself" instead of being "done" by teachers and operators. You merely turn one room in your house or flat (or *the* room) into a salon. Your lessons arrive once a week, with a separate folder for every day of the week. These folders include in detail your exercise régime, your beauty ritual, posture, massage, pedicure, manicure, make-up, hair-styling, physiotherapy, relaxation, and behaviourism for every day. Your diet comes separately—for that, of course, is intensely individual and involves your doctor's approval and a biological analysis.

While this course will, if you need it, reduce your weight and measurements quickly and effectively, its primary intention is to make you beautiful...and to bring about a kind of happy psychological change that comes from a slender, lithe, coordinated body, and the realization of your own potentialities as a beauty.

After the first week, you'll find a curious change taking place in your nature, as well as your face and body. You have a surge of ambition. You become a kind of æsthete about food. You have a burning desire to improve yourself, and search out more activities. Nothing bluestocking; it is merely that your brain seems more alert, more eager and inquisitive than it has been in a long time. Your capacity for thinking that life and your own foibles are funny increases, and we'd be pretty surprised if you didn't catch yourself in a little private shoulder-shaking giggling at the acid and amusing sketches in the folders.

Along with the first week's folders, you will receive a huge package containing a DuBarry beauty kit. It holds all the preparations, which you will be using during your six weeks' régime, and is, as we said, included in the price of the course. Every day you are told how to use these creams, lotions, and make-up, and when and where.

The whole point of the course is that you must follow it faithfully for the full six weeks. Before you start, that seems a long and tedious stretch of time. But once you have started, and arranged your life so that your diet management is simplified, you'll find that you could stay on it forever. And once you have become an addict to the beauty angle, or corrected postures, or hip spanks, or the rocking-horse exercise, you probably *will* stay on them for life.

If you think you would like to take the course, write to Miss Ann Delafield, who is the directress of the Success School at the Richard Hudnut Salon, 693 Fifth Avenue, New York City—and she will tell you how to register yourself. And with bathing suits imminent, *now* is the moment.

Colonial Manor

STERLING

Up the drive came the quick clop-clop of horses' hoofs bringing, in polished carriages, many a merry, bewigged gentleman and his lady. Drifting across the James was the sprightly talk of more guests being rowed up the river to the *Manor House.* The big door stood wide in welcome and showed a broad hall and stairs circling down like the pleated flounce of a petticoat in curtsy. In the dining hall the long table had grown till it could hold forty places. Along its snowy surface branching candelabra rose to light its length and bring sparkle to the crystal glasses and brilliance to the polished silver . . . fashioned in the simple elegance of good *Queen Anne.* Not even a day's march further west there was only wilderness — full of drifting savages . . . yet these *Virginians* had built between the sea and the mountains a rare civilization. Their homes, stately manors on the James, surrounded with tall trees. They had filled these homes with beautiful possessions and kindled them with the most gracious of the arts — *Hospitality.* Today, turning back to that romantic period of early America, Lunt Silversmiths have created a new pattern in *Sterling Silver Tableware* in the lovely *Queen Anne* style . . . a pattern which is the epitome of elegance and grace. Its delicate cockle shell, finely beaded edge and unusual charm of contour bespeak the best characteristics of the *Queen Anne* style. So definitely does it express the spirit of the period . . . the enduring qualities of those great manor houses . . . and the graciousness of the hostesses they sheltered . . . that its makers have very fittingly named it . . . Colonial Manor. Please write for *"Colonial Manor"* literature and prices and the name of the Jeweler in your community who can show you this lovely pattern in actual silver. Address: Lunt Silversmiths, Department A-27, Greenfield, Massachusetts.

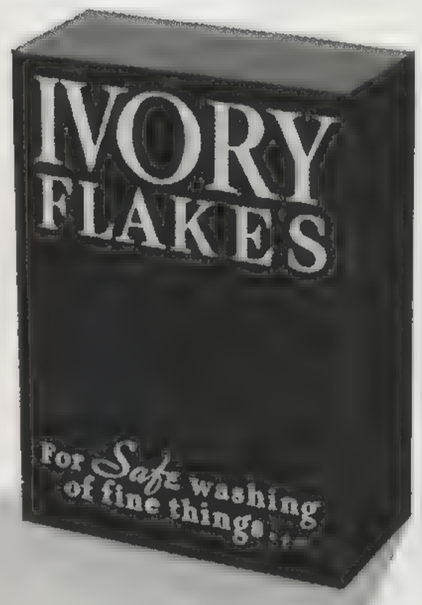
*

BEAUTIFUL LEG NEWS!

LOVELY **NYLONS** BY

GOTHAM GOLD STRIPE

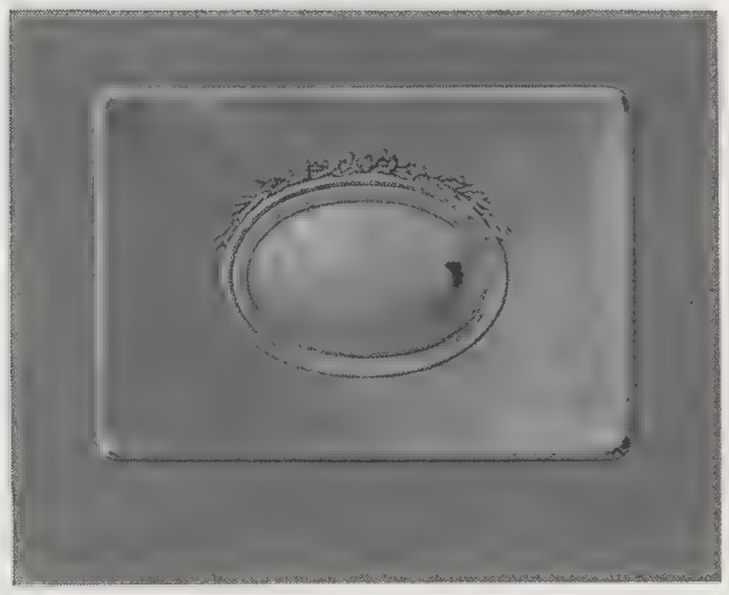
The new Gold Stripe nylons!—so sheer, you'll hardly believe these lovely things are real. They're "windowpane" stockings! Yet tests show these stockings made of the new miracle yarn, nylon, have an amazing surplus of strength and elasticity! Nylon—today's *new fine fabric*—should have gentle washing with pure Ivory Flakes each night.



For the new **nylons**—
9 out of 10 leading makers
of famous stockings advise
Ivory Flakes . . . 99 44/100 % pure

TRADEMARK REG U. S. PAT. OFF • PROCTER & GAMBLE

FASHION STAKES DAY AT BELMONT



The new trophy to be awarded in the Fashion Stakes at Belmont. It is a silver cigarette-box, copied from an eighteenth-century snuff-box

WHEN Belmont Park opens its gates May 13, it will open them on one of the most colourful days in its history. You who know Paris' famous Longchamp will think you are back on that fabulous track—with beautiful clothes and beautiful women running a close race for attention with beautiful horses. (See pages 42 and 43.)

For opening day at Belmont is to be dedicated to fashion. Main event on the course is the Fashion Stakes, a race for fillies. To the owner of its winner goes a new trophy, a fashion trophy, the silver cigarette-box shown above. And promenading the grounds will be a new attraction—a fashion show, which Vogue has been asked to help organize. The town's loveliest mannequins will wear the top-flight clothes of New York shops—clothes that will be firsts in this summer's fashion stakes.

Before the races, the fashion show will be given during the luncheon at the Turf and Field Club. During the races, the mannequins will promenade around the walking ring, or will gather in the box specially reserved for them.

Between the preliminary races and the day's principal event, the Fashion Stakes, Vogue will go on the air—Mrs. Edna Woolman Chase, our editor-in-chief, speaking over the microphone and introducing the commentator, who will follow with a description of the fashions as the models parade past the stand. Mrs. Chase, too, will present the trophy to the owner of the winner of the Fashion Stakes.

The Fashion Stakes has been an annual event at Belmont since 1904—a four and a half furlong race for fillies (from whence, of course, its name), and the linking of it with a fashion show turns the day into a new chapter of American racing tradition.

Not only racing enthusiasts, but the world of fashion are circling the date of May 13 as a red-letter day on their calendars.

THE REMARKABLE MRS. OSWALD LORD

(Continued from page 47) But in her bedroom, where Philharmonic Symphony tickets, memoranda, and invitations are scattered like rice at a wedding, is her most powerful instrument—the telephone. Seizing it at eight-thirty in the morning, she keeps tabs on her friends, her work, the affairs of her community.

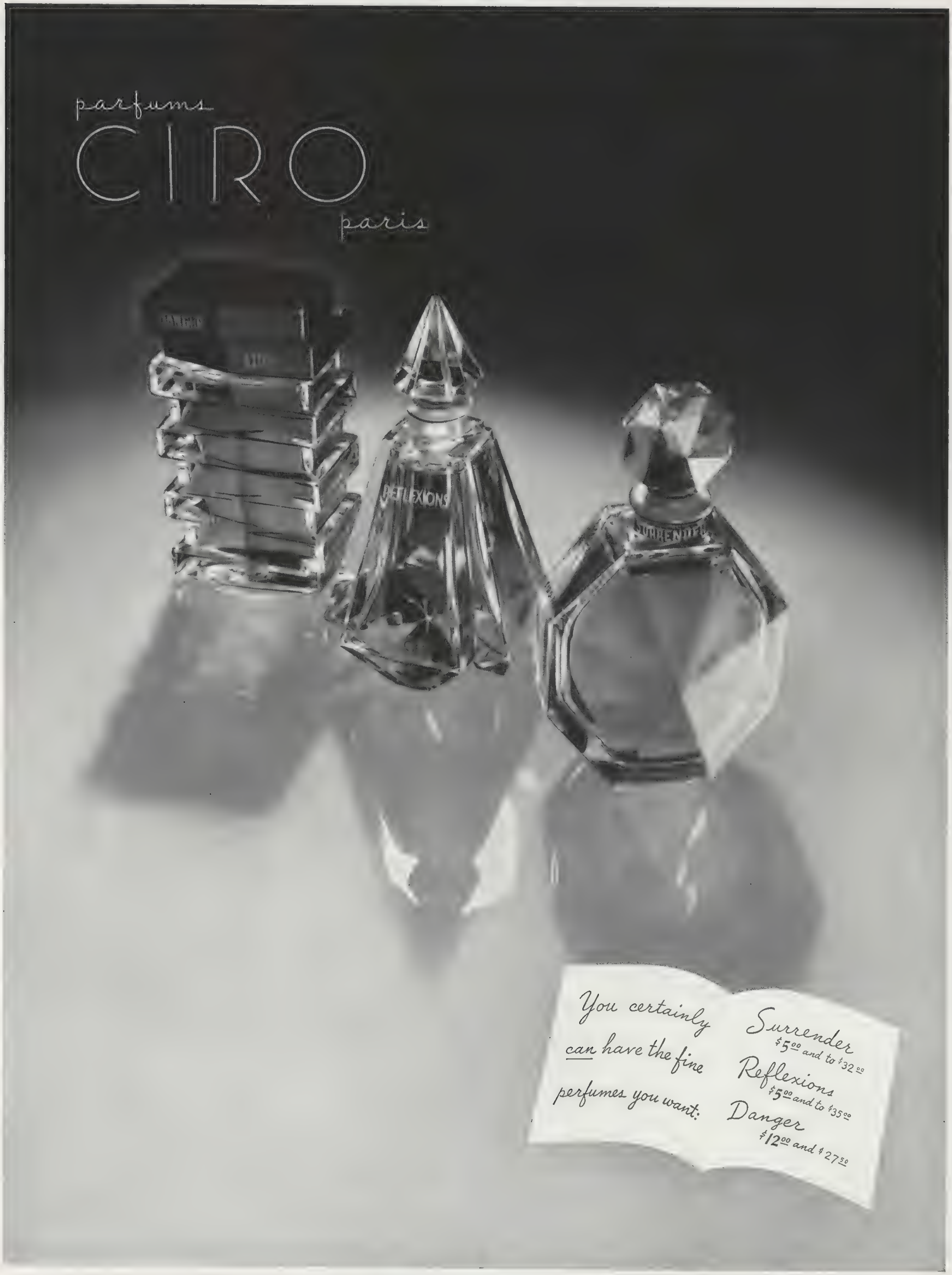
For, although she was born Mary Pillsbury in Minneapolis, she has made New York her community, and knows every side of it, from settlement houses to night-clubs. An extremist in everything, she takes her fun as seriously as she does her work.

She loves dancing, loves to entertain, and mixes friends, politicians, celebrities, and foreigners with the unself-conscious abandon of an inspired cook. She is gay, like a child playing after school, with no thought but to work off energy.

This extremist quality is not a new one. When she was a child, during the World War, inspired by the Belgian Mademoiselle who spent thirty years with the Pillsbury family, she wrote so many letters to the Belgian soldiers that she received a note from King Albert, thanking her. When she was at Smith College, in the class of 1927, she never missed a football game or a prom, although she was a Phi Beta Kappa student.

When she married and came to New York ten years ago, she became a volunteer case worker for the Charity Organization Society. She joined the Women's City Club, and took solitary field trips all over the city—to the police line-up, to the Children's Court, to the housing projects, because she wanted to see for herself how the city works. She worked with such gusto at the Junior League, that she was soon elected president.

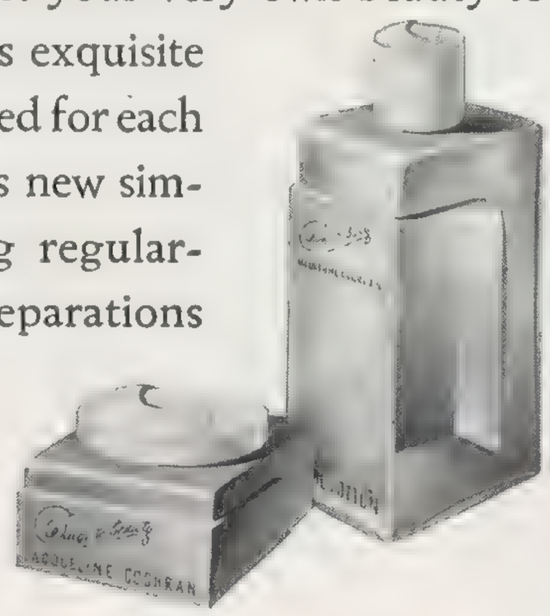
Attacking her job for the World's Fair in the same super-thorough way, she has driven it far beyond its formal limits. In this job, speaking is an important factor. Big audiences used to make her nervous, but with her talent for ignoring, "I can't," she studied and practised until she could speak easily and convincingly. Though she is tackling one of the biggest jobs of organization in America, she still has time and interest enough left over to investigate every phase of the Fair, from the quality of the exhibits to the number of benches in the Amusement Section. With zest and pure enjoyment, she has opened most of the packages in the huge Jack Horner pie of the World's Fair.


parfums
CIRO
paris
REFLEXIONS
You certainly can have the fine perfumes you want:
Surrender
$5.00 and to $32.00
Reflexions
$5.00 and to $35.00
Danger
$12.00 and $27.50

WINGS TO BEAUTY

PORTRAIT OF SABINA POPPAEA, FONTAINEBLEAU SCHOOL

One of these days you are going to face yourself in your mirror...searchingly...apprehensively ...then you'll vow "I *must do something* about my complexion." Why not *today*...tomorrow never comes...Lay hold on beauty—now—persuade and nurture it, guard and care for it. Beginning today, entrust your very own beauty to Jacqueline Cochran's exquisite cosmetics compounded for each skin type. Follow this new simplified way of using regularly just the basic preparations recommended for your own skin.



Ask for the booklet *"Wings to Beauty"* to guide you on the way. Jacqueline Cochran quick-care cosmetics are available at smart cosmetic counters or direct from the Laboratory, Roselle, N. J.

JACQUELINE COCHRAN COSMETICS

Jacqueline Cochran Beauty Salons: 700 N. Michigan Avenue, Chicago, Illinois
Deerpath Inn, Lake Forest, Illinois • Ambassador Hotel, Los Angeles, Calif.

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RE-DISCOVERIES IN BEAUTY

The house of Dorin, started in 1770 at Versailles, has made rouges, powders, beauty patches, powder bases, and bleaches, for the glamour girls of three centuries

ALMOST all of us like the reassurance of an "old-established" firm. There's an unspoken guarantee attached to any product that has weathered, for a century or more, the storm of trial and error and public approval. For that reason, Vogue loves to dig in dusty archives, and bring to light "original bottles" and the "very first jars" of current cosmetics. Our latest excursion took us to the importing firm of Maurice Lévy. The bait was the date 1770, and the fact that these 1770 products were still popular, still available, and still unchanged.

The boxes and bottles you see above, imported by Maurice Lévy, are the products of Dorin...famous for one hundred and seventy years for flushing the cheeks and whitening the brows of five generations of beauties. Dorin started at the top, as a cosmetician to Marie Antoinette, and, when laced ladies were dancing the minuet in the flame-lit rooms of the palace, Dorin's Blanc de Perles was a beauty secret that you hoped your best friend would not discover. As far as Vogue knows, it was the first liquid powder base (not to be confused with the "washes" which, of course, were older), and it still whitens the skin of ladies to-day.

Dorin's little pot of lip rouge was a surprisingly dark red, and the rouge was bright enough to leave no doubt where Nature ended and art began. Eye-shadow, as far as we can discover, was not yet current, though eye-blacking had been going on since Egyptian days. This was an era of being either over made up, or not made up at all. The "let them eat cake" era.

Below, one bottle will probably leap to greet your eye... the familiar ruddy flacon of Dr. Pierre's dentifrice, brought to light in 1820 or thereabouts. And maybe, too, you remember the big Dorin compact, which, we are told, was the first compact powder made. None of the products shown has varied one iota in formula. They slid down civilization's distaff side, serenely, fragrantly, gathering momentum.

VOGUE STUDIOS

There was introduced to the cosmetic world, circa 1820, such beloved and familiar standbys as Bully's Vinaigre de Toilette, Savon Simon, Huile Philocome

"WHY shouldn't we be proud? . . . it's a big occasion in our lives . . . our own table, set for correct entertaining with our new Watson Sterling! Weren't we clever to get more than just a lovely pattern? . . . When we said 'Watson,' we made sure of heavy weight, lasting beauty of finish, and deep-cut, sharply-executed design details. To be sure of all these, ask *your* jeweler for Watson Sterling!" For new book on table-setting and entertaining, and four life-size photos of table settings, send 10c to The Watson Company, 1250 Watson Park, Attleboro, Massachusetts.

Watson Sterling

TRADE MARK

SIREN or SWIMMER
your "form" is perfection
in
SeaMolds
by FLEXEES

Whether you dazzle on the ten foot board, or merely dunk your pretty pink toes . . . there's perfect "form" for you in SeaMolds by Flexees! If you're a record-breaker in the water, you'll love their freedom, their fit, their stay-put-ness! If you're a heart-breaker on the beach, you'll love their fashion, the way they accent the loveliness of your figure, or mold away its faults! And because even their Lastiques are woven in Flexees own mills, they're as exclusive in fashion and design, as they're inexpensive in price.

3.95 to 7.95

FLEXEES, Inc., 417 FIFTH AVENUE, NEW YORK
CHICAGO • BOSTON • DALLAS • TORONTO • LONDON

THE SEA'S SMARTEST SWIM SUITS

DÉBUT IN JUNE

(Continued from page 35) that sent bright-coloured fish, whales, and a few rather blasé octopi swimming serenely round and round the walls.

Then, too, there was "Vivi" Richard's dinner-dance last September in Hewlett. Just before it, there had been an epidemic among the boys of transferring their place-cards before dinner to some point of vantage. One youth had run amuck and surrounded himself with pulchritude; then, in his elation, he began changing every other card at the tables with fiendish abandon. When he had finished, ancient enemies sat side by side, and, at one table, two hot-tempered boys, both in love with the same girl, gazed balefully into each other's smouldering eyes.

Our man, after this soul-satisfying devastation, sat down to reap his reward between two of the most beauteous smiles in the room—only to be tapped on the shoulder by a friend.

"Sorry, old man, you're in my place."

Some one had re-juggled the cards.

Anyway, Vivi Richard glued her place-cards to the tables.

Nowhere, except perhaps at Newport, are there such carefree dances. Christmas parties are brilliant, but artificial. The music gets louder and louder—there is no sky to lose it in, no trees to hush it. You feel automatic and staccato—the brittle laugh, the jaded smile. You become restless. "Let's go somewhere else," and you go even when you are having a wonderful time. You take in three or four dances in a night, forgetting which dance went with which débutante. And invariably, there is an anticlimax, a break in mood at the end—an icy wind and a cold taxi.

SUMMER MOOD

But on Long Island, the picture is more pastoral. The smell of lawns, of dew and night air, of flower gardens. Trees illumined, water and pools reflecting the sky, moonlight, and stars. At the Pryibils' last summer, a swing was suspended from a tree, and on it were a boy and a girl seemingly flying through the night. The girl's skirt curved out, her hair was long and blond and flowing. Another couple tussled with them for the right of the swing, then they in turn swung high in the trees with the wind and stars cool in their faces.

It is this, this spirit of youth, this abandon that you miss at a town party. And on Long Island, even the end of the dance is perfect. You wander outside to face a burning sunrise and reflect that this will be a fine day for a swim. That you must go sailing, now, right away, before the sky changes.

Of course, the drive home is not exactly an artistic finish. You drive along calmly for an hour or so and, just as you think you are nearing home, you find yourself, by some obscure law of gravitation, back where you started from.

There is often another, less beguiling, aspect to these trips. Long Island parties are noted for the excellence and quantity of their champagne. But, good though it is, it never mixes well with a sleepy boy and a long drive. Unless you arrange, at the beginning, to drive home yourself, you run into an embarrassing contretemps when your Lochinvar has slid behind the wheel.

"May I drive, please?"

"Why?"

"Well..." And you realize uncomfortably that your answer must be either silent or slanderous.

You can get around all this by being driven in your family's car. But even better is an infallible system evolved at one house-party last year. The boys flipped a coin, and the loser was milkman for the night, official chauffeur and Boy Scout whose duty it was to round up and guarantee every one's safe return.

In spite of the stimulus of house-parties, some of the dances can be a little difficult unless you know a lot of people or have lived on Long Island. There isn't quite as much concentrated dancing as there is in New York, and the stag-line has a way of dispersing periodically. One débutante claimed that she never worried.

"I know that no one will cut in and that takes away the awful suspense. But I always get myself stuck with some one I've been waiting all my life to know."

She had a technique.

If you're struck, you can always change partners at the bar, and, if you don't know many stags, one way to meet them is to sit out at one of the gayer tables and talk. People join you for a drink, wander off, and are replaced by others. Before long, you have been introduced to half the dance.

AND NOW

The season starts this summer, as always, after the Harvard-Yale boat races at New London. The first dance will be on June 22—Elaine Darlington's. There is Sunday to recover in, and, on June 24, Grace Cutting, one of the year's most attractive débutantes, is coming out at the Creek Club. Before her dance, a dinner-dance is being given for Ann Norris, at the Piping Rock Club. And between the two, a long road and a winding one. On June 25, a supper dance for Geraldine Babcock; on June 26, Harriet Aldrich's dance. Then, during the next two days, the parties will shift to Tuxedo, over Horse Show week-end, for Phyllis Harriman's dance on June 28 at Arden, and for "Goodie" Mortimer's dinner and supper dance on June 29 in Tuxedo itself. Even farther away, in Washington, is Cynthia Dunn's début.

The change of country, for a night or so, makes life that much more fun. Then, back to Long Island for the end of the "Little Season," sometime before the Fourth. After this, there is Newport and a dance for Francesca Villa, dark-haired and lovely. And by winter, the parties really start in earnest. Mary Lee Abbott and Eileen Nicoll (photographed in this issue) will come out officially then.

But the June parties have a novelty and a spirit that can never be excelled. These are the first songs, the first meetings, the first loves. Memories that haunt the autumn and follow you through into the winter, times and places and people you don't forget. This is June on Long Island.

M. G.

Beige MAKES COSMETIC NEWS!

Hat and dress, Saks Fifth Avenue . . . Her make-up, our new Du Barry Honey Beige Powder, Du Barry Red Flare Lipstick and Rouge.

Honey Beige
Champagne Beige
Rose Beige

New and subtler flattery for your complexion in the soft, subdued warmth of these lovely shades of Du Barry Face Powder!

Three exquisite shades! Three softly seductive shades of Du Barry Face Powder with one important beauty note in common—*a subtle undertone of beige* to give your skin a lovely, subdued warmth . . . veil it with tender beauty!

No matter what your own skin coloring, you will find among these enchanting Du Barry beige shades one just right for you.

Champagne Beige, if your skin requires a *delicate* tone . . . Honey Beige for *sunnier* warmth . . . and Rose Beige for *depth* of color without harshness.

Stop in at any of the better cosmetic counters and ask our Du Barry Beauty Advisor to show you these three smart beige shades and help you select the one most flattering to you!

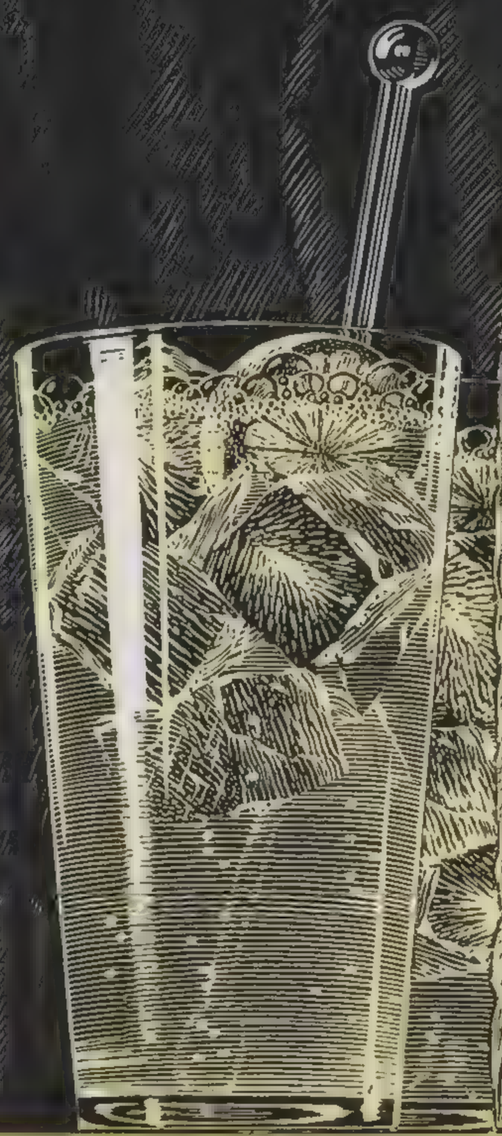
You will adore the lovely *texture* of Du Barry Face Powder . . . its velvety smoothness and wonderful *covering* qualities . . . And the way it blends with and seems to become part of your skin, yet gives such a suave, sophisticated finish!

Du Barry Face Powder—Large Box, 2.00

Du Barry BEAUTY PREPARATIONS

By Richard Hudnut . . . Featured in the Hudnut Salon, 693 Fifth Avenue . . . and sold at all the better cosmetic counters.

"KUDOS" to the Host



THE PERFECT SUMMER HIGHBALL. Four parts sparkling water and ice (or plain water and ice)—to 1 part "Seagram's V.O." This exquisitely delicate imported whisky is specially blended for use in highballs. Also delicious in Manhattans, Old Fashioneds, Whisky Sours. Now lighter, finer than ever, "Seagram's V.O." is unquestionably the "Finest Imported Whiskey." 86.8 Proof.

THE "GOLDEN COLLINS" is America's smoothest summertime drink. Recipe: 1 teaspoonful of sugar; juice of one lemon; one measure of Seagram's Ancient Bottle Gin—the "world's finest" gin with a *natural* pale golden color. Add sparkling water, ice cubes—and stir! A deliciously mild and mellow drink—that leaves a clean, refreshing taste. 90 Proof. Distilled from grain.

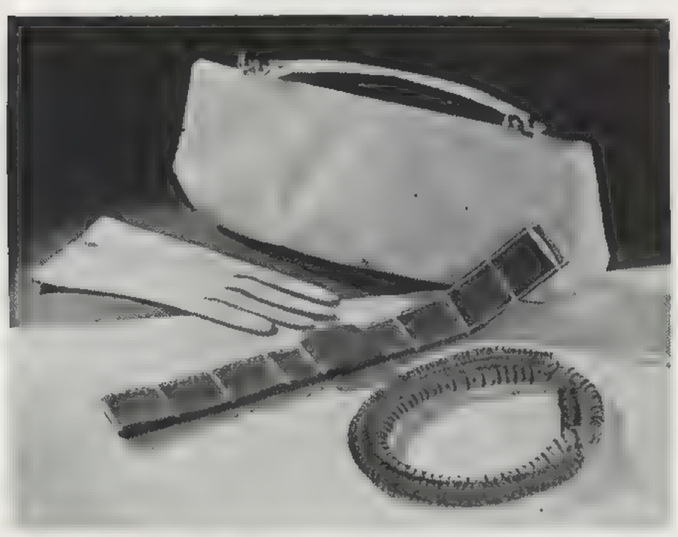
Since 1857 **Seagram's** SMOOTHER AND FINER AS THE YEARS ROLL BY

Seagram-Distillers Corporation, New York

BROWN-AND-WHITE ADDITIONS

For country: lizard ghillie with calf wedge and platform; a Delman shoe at Bergdorf Goodman. Koret's Talon-closed alligator bag; Bonwit Teller. First belt: of calfskin; from Bonwit Teller. Second: of capeskin; from Gimbel's. Both belts are by Criterion

For town or country: white suède skeleton sandal—nice for formal afternoons, evenings. I. Miller. The Lewis bag is of smooth brown straw-cloth, with a white gardenia fastening. The gardenia earrings match. Bag and earrings from Saks-Fifth Avenue



For town: lizard-grained calf bag by Koret; from Bonwit Teller. Ireland's white doeskin glove, hand-stitched in brown. Altman. Schaffer's supple brown-and-white kid belt; Saks-Fifth Avenue. The brown-and-white necklace of glass rondelles is from Best

VOGUE STUDIOS

For country: buckskin shoe with a tan calf wedge and moccasin front. Padova shoe designed by Perugia for Saks-Fifth Avenue. For pastel tweeds: short pigskin glove; at Saks-Fifth Avenue

• On page 80—brown-and-white dresses, brown-and-white hats

THRILL! YOU JUST KNOW THEY'RE NEW—THEY'RE **NYLONS** BY

McCallum

They're here!...McCallum brings them to you —the nylon stockings you've waited, hoped and longed for! They're clear as Truth, flawless as Beauty. Sheer, strong, elastic! Nylon is the new wonder yarn created by Science. Give your exquisite nylon stockings by McCallum the nightly care they deserve—gentle washing with pure Ivory Flakes.

For the new **nylons**—
9 out of 10 leading makers
of famous stockings advise
Ivory Flakes . . . 99 44/100 % pure

TRADE MARK REG. U. S. PAT. OFF. • PROCTER & GAMBLE

with "Free Action Sleeves"

In it you're showered with compliments, yet it's more comfortable than anything you ever owned. The patented underarm seam lets your arm pivot without hiking-up your skirt, and you'll thank heaven for the frosty perfection of the Polka-dot Oxford Crepe (made of Celanese* Rayon) in which it is so beautifully tailored . . . 25.00. Also comes in a plain Oxford Crepe . . . 22.95.

*REG. U. S. PAT. OFF.

For booklet of Habitmaker styles and names of stores featuring these dresses, write to ADLER & ADLER, Inc., 550 Seventh Avenue, New York City.

NEW COIFFURES

THE safest thing to do with your hair right now is to let it grow. By and large, the best coiffures involve length in the back, and enough length at the sides to get a good sweep. Also, although the new front pompadours *look* as if they were made of short curls, they, too, need surprising length, and are not to be attempted with the left-overs of last winter's bangs.

Second in importance only to the length of your hair is its texture. There's no use in showing off a shapely skull unless you can do it with satiny, sheeny planes. This involves brushing and reconditioning as never before. It involves more brilliantine, more shining, and even a return to the bit of silk with which your grandmother polished the plain areas on her head. But, for all the work involved, you'll like the return of larger areas of uncurled hair, the sleek, shiny coils that fold at your nape; and, for evening, you'll probably amuse yourself by using velvet ribbons in the unorthodox ways suggested by Paris.

On these pages, we show you pictures of evening coiffures which have just reached us from Paris. You'll notice that they are softer and simpler than any that have come out of Paris in a long time. By day, apparently, the Parisian women are wearing their hair loose and floating, but most soignée Frenchwomen seem to feel that floating hair is out of character. Witness these evening coiffures...brushed up, coiled, or twisted into neat cornucopias.

Because Vogue feels that it is irritating to see something you want and not know where to find it, we have worked with some of the New York hair-dressers, and they have re-created these same coiffures here.

Among the bits of news you'll welcome this summer is that waves seem to have a slight preference over curls...that permanents concentrate on the ends, leaving the crown smooth, brushed, and straight...that hair, while long in back, is close at the nape... that while the short hair dips more deeply in back, it rises higher in front, and the temples show in every instance.

Guillaume of Elizabeth Arden in Paris calls this coiffure "Infanta." Curls gather tightly at the nape, and velvet bows catch a curl each side of the part. Elizabeth Arden does this here, too

René Rambaud expressed the "neat" look with his soft, lifted brow curls, and the half-chignon at the nape, created by turning the curls under. Dumas at the Savoy Plaza does this coiffure here

FOR SUMMER EVENINGS

Constant, at Cédibs in Paris, combines long and short hair—curled in front, and drawn up sleek and straight to fasten behind your ears, with little curls. Michael of the Waldorf does this

Sinto, at Desfossés, does this coiffure for ladies who want to keep their hair short—a halo of soft, short curls, dipping rather steeply in back. Mars of the St. Regis and Hampshire House does this

Fernand Aubry parts your hair in the centre, right down to the nape, covers it with a plaited ribbon, and coils your hair into rams' horns over your ears. Robert and Jacques will do this

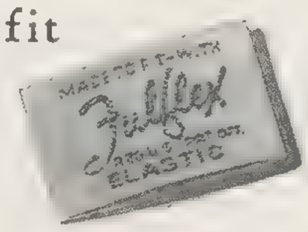
Also from the hand of Fernand Aubry is this softly curled-up pompadour and the impeccably neat crossed-over back that shapes your head firmly. Werner of Switzerland does this, too

THE DIFFERENCE IS OFTEN *all in the Elastic*

• In selecting foundations or girdles, smart women inquire about the Elastic . . for often the difference in garments is *all* in the Elastic.

• Garments made with Fulflex Elastic provide new standards of lasting fit, control and comfort, sustained by the extra service life in Fulflex Elastic.

• Why not make sure that the garments you buy are made to fit with Fulflex — the Fulflex Label identifies "Elasticity at its Best."



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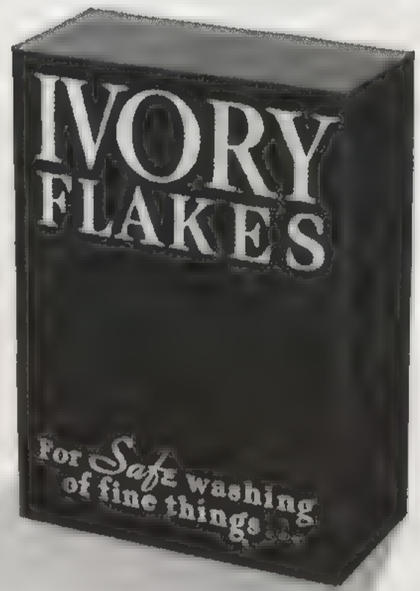
NEWS! PRETTIER LEGS ARE HERE IN **NYLONS** BY *Belle Sharmeer*

At last you can buy nylons, the stockings of the new wonder yarn. See how beautiful they are as made by Belle Sharmeer! Clear as crystal. Sheer as gossamer. Yet strong—elastic! Belle Sharmeer nylons are proportioned in sizes *to fit your leg* as well as your foot. Give your nylon stockings fine-fabrics care—nightly washing in pure Ivory Flakes.



For the new **nylons**—
9 out of 10 leading makers
of famous stockings advise
Ivory Flakes . . . 99 44/100 % pure

TRADEMARK REG U. S. PAT. OFF • PROCTER & GAMBLE

BACK ON YOUNG HEADS—

Back-sliding hats—worn like skull-caps—a new young success for this spring

Miss Toni Pinchot, sub-débutante, now at Brearley, wears a pill-box derived from that young success, the skull-cap. It's of shirred plaid gingham, speared with a tall feather. $18.50. Sally Victor

Miss Edith Garver, beautiful post-débutante, whose main interest is the stage, wears—pushed 'way back on her head—a chamois-colour felt pill-box bound with grosgrain. $17.50. It's from Best

Miss Barbara Cushing, one of the three famous Cushing sisters, and one of the first to wear the pushed-back pill-box, here in one of white piqué, with a navy-blue band. $5.50. Saks-Fifth Avenue

Miss Patricia Foss, one of this winter's prettiest débutantes, has a diminutive white leather pill-box, with multicolour embroidery. She wears it by day, and by night. $7.50; at Saks-Fifth Avenue

LITTLE PILL-BOXES

Mrs. Edward Warburg, one of the smart young marrieds, here wears—turban-fashion—a sophisticated shirred pill-box of navy-blue jersey. On it, a gold Flato pin. Hat; $18.50. Sally Victor

Miss Sylvia Kissel, who is making her début this year, wears, as so many débutantes do, to-day, a tiny pill-box. Hers is of candy-striped linen, decorated with a gold eagle pin. $18.50. Sally Victor

Miss Barbara Cushing, this time wearing the hat that started the young crowd on the backward movement for pill-boxes. Red suède, bead embroidered. $10.50. From Saks-Fifth Avenue

VOGUE STUDIOS

Mrs. Alexander C. Forbes, a cosmopolitan young married, has a beige felt cap, bound in black grosgrain, clipped with a gold-and-pearl pin. With it, a suit of natural gabardine. $17.50. Hat; Best

Hat by Knox

THE DRESS OF THE MONTH* IN *Celanese** RAYON "CELBREEZE"*

"Fashion gets down to brass tacks" with this easy, breezy sort of dress you'll wear everywhere. Buttoned all the way down the front with gold thumb-tack buttons that shine like tiny headlights and match the tack-studded pigskin belt. In white only. Celbreeze is a crisp, lightweight, washable Celanese fabric worthy of its meticulous tailoring. Sizes 10 to 20. **$17.95**

*Reg. U. S. Pat. Off.

Over 400 shops are showing this fashion. If you don't find it in your favorite shop, write

KANE-WEILL, INC., 498 SEVENTH AVENUE, NEW YORK CITY

The Golden Peacock Way

WOMEN are amazed at how quickly darkening skin whitens—looks more youthful—more alluring with Golden Peacock Bleach Creme. You can actually see the thrilling difference in only five days or less. So sensational are the results that Golden Peacock Bleach Creme acts to clear up surface freckles, pimples—even dark so-called spots of outward origin. The reason is, Golden Peacock works its beauty wonders three outstanding ways. Removes darkening surface discolorations beautifully—makes skin shades whiter—fades out surface blemishes when directions on label are followed. Leaves the complexion unbelievably whiter—more youthful looking.

Over 20,000,000 jars of Golden Peacock Bleach Creme have already been used. Proof of its thrilling results. Get a jar of Golden Peacock Bleach Creme today—at better drug and department stores. See how glamorously white—how thrillingly alluring your skin can be.

See the full line of Golden Peacock beauty aids at your favorite drug or department store. You will find them "Flattering beauty aids to sincere compliments."

WHO'S LOONY NOW?

(Continued from page 40) The South Wind, accoutred like a Southern Colonel, fraternizes amiably with the West Wind, who has just arrived from the Dust Bowl, and they both perform an appropriate rigadoon with the East Wind, fresh from the sidewalks of New York. The North Wind, a dour New Englander, as Chairman, raps a hectic cantankerous gavel.

"There are other Winds, of course. The Ill Wind, heavily bandaged, creeps over the parapet to the accompaniment of a suitable Hebraic dirge. Minor Draughts and frolicsome Zephyrs collect autographs from their famous seniors. And if necessary, all this can be made plain to the audience by some conveniently located radio announcer, whose services have been secured for this special occasion by the manufacturer of some anti-cold nostrum.

MR. SNIVEL'S PSYCHE

"For a little time, the meeting proceeds in its orderly fashion, when suddenly an unexpected guest arrives. He is a demented-looking little Wind, whose white silken hair stands on end, who scampers menacingly about the stage, threatening the others. In a hysterical voice, the Radio Announcer makes clear the predicament of the disturbing newcomer. His name is Jonathan H. Snivel, and on ordinary occasions, it is his highly moral chore to blow the drapes of common decency across such nude, symbolic statues as are displayed in our public parks.

"But it seems Mr. Snivel has suffered a nervous breakdown. He brings his betters the bewildering news that for the sake of his balanced psyche, he desires once, just once, and for once only, to blow all those protective drapes in the opposite direction. Despite the reasoning of his well-balanced, sombre elders, despite the rantings of the apoplectic broadcaster, Snivel remains consistently beside himself, and leaps over the parapet pursued by the shrieking, well-established normal Board members.

"That is Scene One. The house is darkened for a second, and before the lowered curtain, the little psychopathic Wind executes the frenetic cavortings which are dictated by his nervous collapse. In the midst of his frenzy, he is almost overtaken by his pursuers, but he dashes off toward his scandalous destiny, while the curtain is raised and displays the cavernous cosiness of Rockefeller Plaza.

"Now the background is almost entirely filled by Mr. Paul Manship's flame-bearing Golden Boy. Cataracts of slumbering skyscraper windows fall from all sides. Two song-writers make their appearance. They are typical Tin-Pan-alley sprites, penniless and desolate, hopelessly in need of an idea for a new song. They do a little macabre dance of despair—something in the well-established hoofer tradition.

"Suddenly, two lovers make their appearance on the top of the staircase which leads to the well of light in which the song-writers are disporting themselves. The Broadway-bards are ecstatic. For years, they have copied sham sentiments from sham melodies and completely forgotten that lovers of different genders still function in the world, and are, in a manner of speaking, a goldmine of untapped source material. The song-writers hide behind the Popcorn-Prometheus, and the lovers take the centre of the stage.

"To music drifting towards them from the night-clubs, honky-tonks and flea bags of Fifty-Second Street, the lovers dance towards a stone bench and recover their breath for a moment. Eventually, they go through the usual unconvincing ballet endearments until the eyes of the little girl light on the stream-lined torso of the Flame-Stealer. She pirouettes before the statue seductively and does all she can in her winsome, womanly way to ruin her boy friend's evening.

"In vain does her fleshly lover attempt to wean her from her preoccupation with the gigantic golden cupid. Coyly, she toys with her earthly lover's macerated vanity, and, while the two song-pluggers are busy taking notes, and a crisis is obviously approaching, a fierce wind sound is heard overhead.

RE-ENTER JONATHAN SNIVEL

"Jonathan Snivel, the psychopathic Wind-at-large, makes his hysterical entrance. Everything on the stage begins to blow in curious whirling motions, and just as the pursuing Wind-Vigilantes dash on to restrain him, Snivel blows the protective coverings from the midriff of Mr. John D. Rockefeller's golden Nudist. A frenzied blast lifts the highly-stylized diapers and discloses in blinding neon lights the legend, 'WORLD'S FAIR 1940.'

"Having achieved his nefarious, if highly disappointing end, Snivel collapses on the ground and is carried jibbering from the stage by his outraged colleagues. The erstwhile frolicsome little lady has, of course, given a wild shriek and fallen gracefully into the arms of her protecting lover. In the silence that now ensues, the song-writers leap from their hiding-place and offer a freshly composed potential song hit, called 'Serenade to a Statue.' They sing and dance the melody while the lover revives his mistress, and they all dance happily together, as the curtain descends."

TO OUR CONTRIBUTORS

Manuscripts must be accompanied by postage for their return if unavailable. Vogue assumes no responsibility for unsolicited contributions except, of course, to accord them courteous attention and ordinary care. Vogue does not accept or pay duty on drawings submitted by foreign artists, unless the drawings are sent at the order of Vogue or by previous arrangement with its New York office

PROGRESSIVE OR CONSERVATIVE?

(Continued from page 63) projects, and they let it discipline the careless. Mustn't run in halls because it disturbs others. Others become OTHERS—an enormous disciplining concept. Brats catch on. They are soon cowed by wide-eyed group astonishment. Either that, or they find themselves sitting it out in the principal's office.

Moderate progressives teach reading in the first grade. The six-year-olds start by matching words to pictures, and then the "flash method" comes in. *Tree* and *this* and *is* are whole words, each on a separate card. The would-be reader learns to recognize each at a flash. During second-year reading, you can sit through a whole morning and see seven-year-olds blowing phonetics, like bubbles.

Writing is another must. Only the progressive brand is called manuscript—that tidy, flowing compromise between script writing and printing. There is no question of following whim out the window when this toil is going on. Manuscript is manuscript, and the teachers make it plain this is not drawing pictures or piling blocks.

A SUGAR-COAT FOR HARD FACTS

But reading and writing, in progressive schools, get, in addition, an elaborate disguise. This is called breaking down subject barriers. It works this way: your child is enveloped in a group project which selects, for instance, the Southwest Indian disguise. She makes a Hopi house with papier-mâché; she weaves a rug on a hand-loom; she trades five beads for two bags of corn; and she ties a feather in her hair and manuscripts a message to the squaw sitting in Aisle One.

Arithmetic isn't lost by this method. There, through all the series of disguises—be they Cave-Woman, Egyptian, Early Roman, Mediæval Europe, or any of several others—, is the solid backbone of arithmetic. A fifth-grader may be making a troubadour's costume, for instance, or painting frescoes on a cardboard Roman wall, but she is also doing a daily stint on fractions in the Alpha Arithmetic. This is the same book conservatives use to convey fractions to their fifth-graders, and is filled with engaging charts and graphic symbols to make a visual text, much the same as adult statisticians use isographs to make an impression on us.

Half of the six-hour school day goes to these tool subjects in a progressive school. The other half goes to paint-brushes, clay, dancing, drama, and to such expeditions as visiting docks and writing poems about them. Work schedules are printed on the blackboards; bells ring and clocks tick to remind every one. Red check-marks go up on the board for the tardy one.

These disguises, the progressive adherents say, act as appetizers, stimulating the imagination into asking for more, into *yearning volition.* At this point, assignments are shorn of glamour, homework comes out into the open, marks are realities along with prep school and college board exams. In other words, competition is allowed to huff and puff at the small ivory tower.

Conservative primary schools have a lot of surprises for you. If you haven't been back to one since your parsing days, the changes will bewilder you. Perhaps you will ask a second time to make sure you are actually in conservative precincts.

As you ask questions, you find yourself sprinkled and anointed with a collection of devout little phrases. Some are the hang-over from tradition, others are newer, teasingly familiar, for they are the assortment you have heard already at the progressives' counter. Only now they are inverted to prove the urgent human need of regular discipline and stability. Mixed in with this, there is understanding, but no awe for the young mind.

Conservatives are fond of ideals, too. They have tugged with them these last few years and been tormented by them. But they have never had any go off in their faces, because the few they have wedged—cautiously—into the curricula, have already proven themselves practicable and producing practicable results (N. B. Laboratory work having been done by progressives).

CONSERVATIVES—STAUNCH REALISTS

Conservatives, by these means, continue to regard themselves as staunch realists. The young mind is an immature mind with them, needing guidance, escort, and regulation. They give it these, mildly, not coercively, to save a youngster time and bumps. They don't intend accumulated experience to weigh on her and squeeze out individuality. Instead they lay experience out as a paved runway for the mind's take-off.

For one thing, formal schools are not the temples they used to be. Austere is only a word in a dictionary now. Classrooms are gay with colours, plants grow in windows, while bees, ants, and guppies perform lessons in glass boxes.

Mental discipline, conservatives explain emphatically but not sternly, is the ultimate bulwark in our riot of competitive living. Orderly, precise jobs done day after day in the business of learning, the pupils come to believe, cultivate an orderly, precise mind capable of organizing and concentrating effectively on any job of work.

Yet these schools have not become factories. It isn't a march of drudges to machines. Conservatives say with courage, in these times, that commercial education is without honour; that the children of the coming generation need more and more cultured subjects—literature, art, drama, history, music—to enhance living, to offset the confused alarms of our era, and to satisfy the restless urge we bequeath them.

Discipline is not an excuse to whack with a ruler. Tacit disapproval has quite replaced the harsh voice. Teachers also use group disapproval (remember when you had that explained to you at the progressives' counter?).

The student council spontaneously helps in all this—the boys themselves in one school insisted the standard of manners in the dining-room be raised; they were upset, they said, at seeing food shoveled in mouths.

It is a fallacy to believe conservative (Continued on page 103)

A—Round above, and sliver-slim below, The New Directoire by MADAME POIX promises you a figure fit for Summer, with the new long-waisted look under a young curved bosom. Hand-clipped imported lace, $5. Imported Alençon-type lace or fine imported net, $3.50. Pre-shrunk broadcloth, $2.

B—HARLEQUIN—A dotted swimsuit by BRILLIANT, in rayon satin Lastex, with a pantie-ballerina skirt, and a Nina Fay built-in bra to give you the form of an angel. Lined with rayon faced jersey. White with red or blue dots. Under $5.

C—MARVELLA PEARLS—breath-taking beauty for the one perfect gift! Marvella's "Nature Dipped" pearl twin set,—join the two exquisite rhinestones clasps, and voila, you also have a lovely long necklace, two complete sets for the price of one! In white satin-lined box. Crème only. Necklace $3; bracelet $2.

D—SPORTSTER—SURREY'S active sports dress of cotton chambray—complete with cute matching sport hat. Note the smart, cowhide-front elastic belt tunnelling through button-down tab pockets—the swing-free skirt, the buttoned sleeves. In smart Glen plaid combinations. Dress, about $6.50. Hat, about $2.

E—JUNE FLOWERS—a "Belle France Original" that makes the perfect gift for Mother's Day and graduation. Dainty florals on super-sheer white linen with hand-rolled hems. Lovely for Summer wear, too. These are 3 of a group of 12, in pastel shades. 50¢ each.

F—PRINCESS POSY—A summer frock by UNIVERSITY, with heart-shaped neckline, Talon zipper back, and gaily colored posies appliqued at the waist. The slim princess line ties back to give a tiny waist above a full gored skirt. Of Shirley's rayon Tropicool, in pastels and white. Junior sizes. About $6.

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Fashion Discoveries, 1140 B'way, N. Y.

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Shirt-waist dresses

Designs for Dressmaking

ONE of America's regimentals—the shirt-waist dress. Because it's so easy to slip into. Because it always looks neat. Because it Fits Into so many occasions.

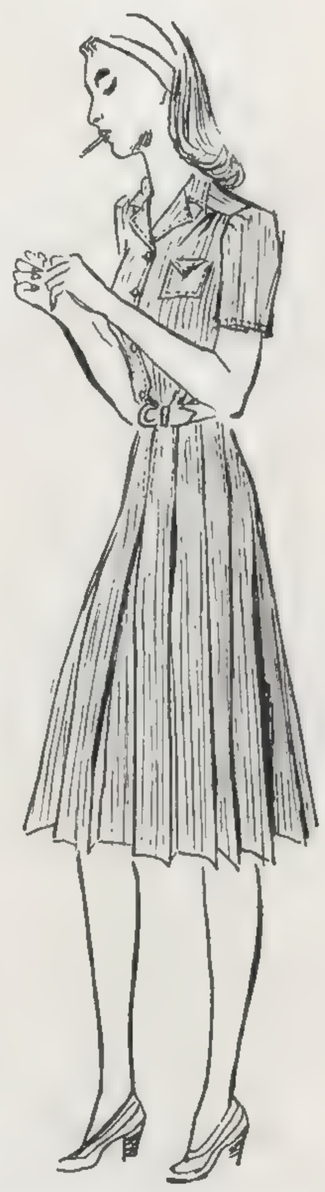
Here are five summer-wardrobe fresheners—two more on page 104—for you to make yourself, or turn over to your dressmaker. All are classics, but they're a diversified group, from the little sports dress, far right, to the one for town, below, centre.

ONE FOR COUNTRY. Try it of surah, perhaps, in dark blue and white, refreshing colour team. Add an off-face hat. No. 8728

ONE FOR SPORTS. Especially crisp and snow-cooled looking if you use white piqué. Vary with coloured play shoes, gay belts. No. 8703

ONE FOR AFTERNOON. Use, perhaps, brown-and-white spun rayon. Finish with brown-and-white or all-white accessories. No. 8714

ONE FOR TOWN (and country-club afternoons). If you make it of light and dark green jersey, wear a hat to match. No. 8715



ONE FOR SPECTATOR SPORTS. Choose red-and-white chambray for a clean-cut look. (See the all-around pleated skirt.) No. 8689

Back views, sizes, additional designs on page 104

PROGRESSIVE OR CONSERVATIVE?

(Continued from page 101) schools spend six hours a day drilling little parrots in the three R's. Reading is not by flashes, nor on the spot. It is lassoing one word out of the text and taming it, then going in to rope and tie the next. Conservatives are proud of the picture-cards they use to teach nouns to first-graders. (Oh no, not the progressives' cards, that is, not exactly!)... These are apt to be a flashy-coloured spaniel with the word *dog* underneath, or a pine with *tree* under it. Phonetics are sprinkled liberally year after year. Actual reading is done—your eyes may mist over at this point—with a reader from the Winnetka School—the progressives' hothouse in Illinois. These text-books, you gather, are the velvet glove on the iron...well, anyway, the strong hand.

When it comes to writing, the conservatively groomed child licks a pencil, joins *c* to *a* and *a* to *t*. This gruesome script may take pains and a little more effort than manuscript, but when a child achieves it, at least she has the satisfaction of knowing she is through with writing. She applies the same determined effort to grammar. She learns it inch by inch because that's easier than going around all her life tripping over syntax.

When the child sits down to arithmetic, she learns that two and two make four, that four and four make eight, that if she can't go beyond that somebody else will divide the cherries. There is no dramatic play-acting to soften this issue. She comes face to face with numbers and knows each one for what it will do.

The six-hour conservative-day schedule has been remodeled completely. The tool subjects get four hours—even Latin has been cut to fit into this plan—which means they still get the major emphasis. But those other two hours are arranged so that, in the course of the week, crafts, rhythmics, dramatics, modeling, painting, and music appreciation are discovered, probed, and attempted in a temperate manner.

The boys in one conservative New York school spend a half-hour every Monday morning at ballroom dancing. This half-hour is only an external class limit. After school hours, the boys can go on and become Paul Drapers, if they've the feet for it. They can't Paul Draper through the rest of their classes, though, and amiably avoid phonetics, numbers, and script.

There is little difference in the two. Your tour of scholastic department stores suddenly adds up to this discovery, let the pros and cons fall where they will. You are convinced you don't want this year's fad in education. Nor do you want a bargain. You want good durable merchandise that will wear a lifetime.... Individual taste is enough to guide you from then on in finding the particular accessories, the lighting effects which will bring out the mental pattern you are after. How can we generalize on decorating anything so intricate as the human mind?

WORLD'S FAIR—1940

(Continued from page 45) the rigid tulips of last year. The Trylon, this year, is covered with plywood, so that there will be no more fine rains of plaster in every August storm.

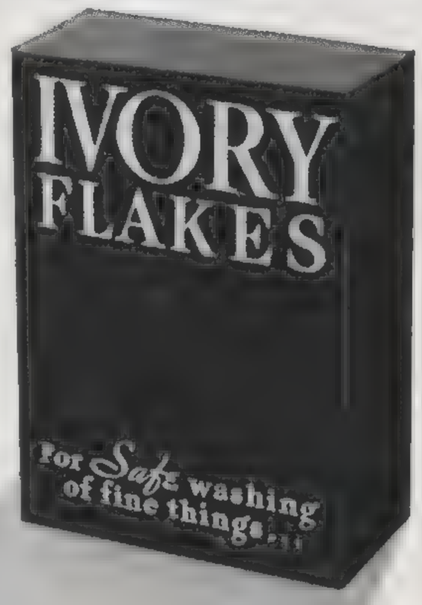
THESE ARE THE SAME, *and as much fun as they were last year:* The baby giant Panda, with his powder-puff fur and slanted Eddie Cantor eyes, plays in the New York Zoological building. The Dream of Venus, which every one feels he *should* understand, is back. The General Motors Futurama, with its cleanly-outlined neatness, and the dreamlike quality of being at once in the present and in the year-after-next, has the same long, patient queues of people outside. Before the Italian Building, the melted-aquamarine stream falls endlessly down the high steps. On all the roads, there are the tear-drop-shaped, trundling push-chairs, whose riders automatically assume a haughty, near-sighted gaze.

The ten-million volt streak of lightning, created in the General Electric Building, still angles up the sky in flashes of blue-purple, surely the very colour of terror. Railroads on Parade are a delight to every one who ever wanted an electric train for Christmas. In Frank Buck's Jungleland, monkeys, brown and tireless, still scamper over little hills, paying no attention to the crowds. The paintings of Diego Rivera and Orozco, and the curiously modern-looking Aztec art, are back in the Mexican exhibit. The cyclorama of colour in the Eastman Kodak Building has its colour transparencies, enlarged fifty thousand times, from tiny negatives, and the same bluer-than-blue Kodachrome skies. In DuPont's Wonderland of Chemistry, there is nylon, last year an amusing fantasy, and this year part of our life.

The Czechoslovakian Building, never finished, has new clots of people murmuring over the stark words carved on its wall plaque. The Borden cows, pale café-au-lait colour, stand with a placid, Buddhistic disregard of all the super-mechanical fuss that goes on around them. The oil-well beside the Petroleum Building pulses rhythmically, always looking a little dangerous, as though it might at any moment go splashing all over the people who watch it. In the Brazilian Building restaurant, there are the famous steaks, broiled black and shiny on the outside, but soft pink inside. The artificial dusk of the City of Light diorama closes down, hushing the chatter of the crowds in the Consolidated Edison Building. There are again dense rings of diners around the tiered tables of *zakaski*, in the Polish Restaurant, which was given a sudden new impetus by the success of its New York branch this winter.

So, the New York World's Fair begins again—with the huge crowds, the enthusiasm, the parades of 1939, but with a new 1940 spirit of gaiety in its fresh diversions, in the changes of last year's features, and in the mood to which the unchanged parts are keyed.

Been agog to try nylons? They're here! Miracles of stocking beauty made by Berkshire from Science's new miracle yarn, nylon! Are these new stockings sheerer? . . . Yes, a film of beauty on your legs. How do they wear? Nylon is highly strong and elastic, but needs your gentle care. So Berkshire says, "Nylon is a fine fabric . . . wash our nylons nightly with pure Ivory Flakes."



For the new nylons—
9 out of 10 leading makers of famous stockings advise
Ivory Flakes . . . 99 44/100 % pure

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Stars Overnight

No shilly-shallying . . . no hesitation . . . women saw Lady Nettletons . . . tried them . . . loved them overnight. Nettleton *knew* they would! For who, but a maker of fine men's shoes, could make the feminine counterpart for tailored town or casual country wear . . . for walking . . . sports! And who, but experienced shoe craftsmen, could so indissolubly marry style to comfort—and make shoe history overnight!

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Syracuse, New York

The KILTIE. The younger set couldn't wear tweeds without it. In brown and white. **$10.75***

The LAZY-LACER for spectator sports and split-second lacing. In brown and white. **$8.75***

The LOAFER for slacks or any play clothes. Light and buoyant in all white . . . brown and white . . . blue and white. **$8.75***

The ALGONQUIN OXFORD with the ultra-famous hand-sewed seam. In brown and white—all brown — Duflex soles, or all brown calf with replaceable golf spikes. **$10.75***

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Tulsa, I. Miller Salon
Washington, B. Rich Sons
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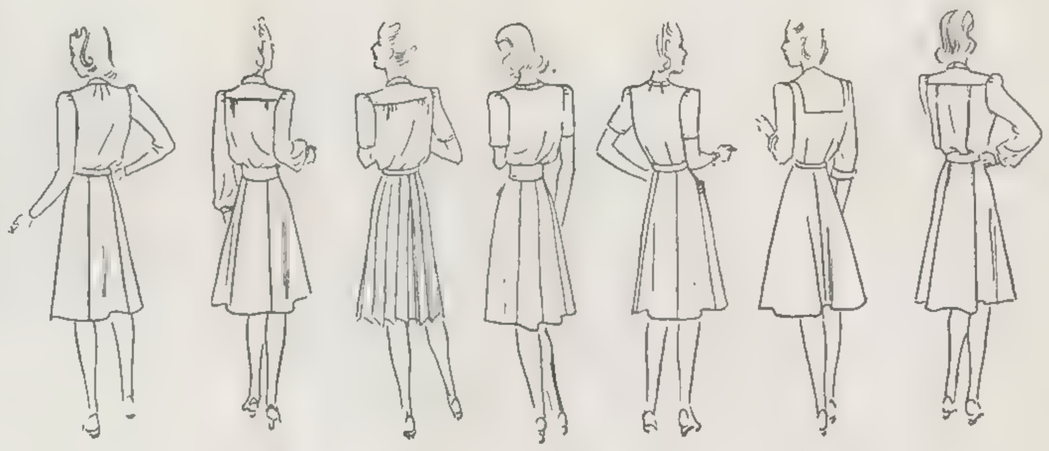
SHIRT-WAIST DRESSES

Designs for Dressmaking

Here are more "summer simples" (others on page 102) for you to sew. For the one at the right, you might try natural-coloured shantung. Dress No. 8705

One of the simplest—this front-buttoned dress with a collarless, cardigan neck-line. You might make it of pale yellow linen, with brown accessories. Dress 8732



8732 8715 8689 8705 8703 8714 8728

These are the back views of the Vogue Designs for Dressmaking shown in more detail above and on page 102. They are designed for sizes: 8715, "Easy-to-Make," and 8703; in 12 to 20, 30 to 38. 8705, "Easy-to-Make," and 8689; in 12 to 20, 30 to 40. 8714 and 8732; in 12 to 20, 30 to 42. And 8728, in 12 to 20, and 30 to 44

PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT, AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 108.

NYLON STOCKINGS

(Continued from page 67)

This is fable: As soon as nylon stockings are available, there won't be a silk stocking in the shops.

This is fact: There's still the law of supply and demand. The number of nylon stockings now in the country is estimated at less than ten per cent. of all stockings—approximately 300,000 dozen pairs. It'll probably be at least a year before there'll be enough nylon to make enough stockings to fill all the orders.

This is fable: All nylon stockings are the same colour—the natural colour of the yarn.

This is fact: Right now, all nylon stocking shades fall into the medium-beige group. The largest number of shades any one manufacturer is making is four. That needn't furrow your brow—the shades are the suave, non-committal shades you'd wear by choice anyhow. Later on, there'll be more nuances of colour.

This is fable: All nylon stockings are the same weight.

This is fact: Nylon stockings, like your silk ones, will be made in all weights, from the most substantial service weight to the ephemeral evening weights. In nylons, weights are designated in terms of "deniers." A 40-denier stocking corresponds to a three-thread silk stocking, but wears like a four-thread. A 30-denier stocking corresponds to a two-thread stocking, but wears like a three-thread. This ought to make you happy.

This is fable: Nylon stockings look so much like silk that you'll just have to take the salesgirl's word that they really are nylon.

This is fact: Every pair of nylon stockings will be clearly marked "Made of Du Pont nylon." Look for that.

This is fable: Nylon stockings feel queer on your legs.

This is fact: Nylon stockings feel *different* on your legs. Because they haven't the natural cling of silk, they're smoother and feel slipperier. (After you've worn them a while, you may forget the difference—but if you go back to silk, you can tell the difference again.) You may find this new feel quite to your liking.

This is fable: You need special yarn to mend nylon stockings.

This is fact: Damage can be repaired with regular darning-cotton. And anything that will stop a run in silk will stop a run in nylon.

This is fable: You don't have to bother about taking washing precautions with nylon stockings.

This is fact: Nylon stockings need the same care as your silk stockings. The same petting. The same babying along. Gentle soap flakes and lukewarm water is the recipe for washing your nylons. Dip and squeeze them. (And take off your rings, you optimists. Ring-snags and ring-runs *can* happen here.) Rinse your nylon stockings thoroughly. And then...

Then, you'll be surprised. For nylon stockings dry, astonishingly, in practically nothing flat. If you press them gently in a towel to absorb excess moisture and then hang them up, they'll dry completely in half an hour. In an emergency, you can put them in a warm place, and they'll dry in ten minutes. When dry, they look as if you'd just taken them out of the box—all smooth and in shape. And no matter how much you wash and wear them, the heels and feet keep their shape and colour.

OUT WHERE THE FUN BEGINS

THE old West—the country of desperadoes, lean, tanned cowboys who never looked right off a horse, and unfenced ranches of thousands of acres—gave America dozens of colourful customs and phrases. But the new West—where cowboys ride herd in a Ford, and ranch owners have private landing-fields—has given us in its short history probably the best gift of all, the dude ranch. Packaged in sunlight, with garlands of trees and shimmering mountains, and stamped with cattle brands, the dude ranch is one of the nicest vacation presents the East could have.

When the ranchers realized that the Easterners were actually willing to pay for the solitary space, the open lands and quiet breath of the West, they acted with characteristic swiftness. Now, many of the great working cattle and sheep ranches take in a few guests, in the wings of low, spreading houses. Here, the comfort of the tight-curled sheep, the Polled Angus herd, and the half-Thoroughbred horse are paramount, with the dude coming second.

More numerous than the first class of working ranches are the places which specialize in "dude wrangling," with livestock kept about as a sort of umbrella against a rainy day in the guest business. The third type is the super-luxurious, pruned, manicured ranch, designed solely for dudes, catering to sybaritism, with swimming-pools, golf courses, and archery ranges.

The dude-ranching area is shaped, roughly, like a melon-slice. The biggest bulge swings from upper Montana to the border of California, down through Arizona. On the concave side, it takes in New Mexico, Colorado, and Wyoming. It is easy to get to this vacation land, for the most remote ranches are not more than three days away from New York by train, or twelve hours by plane.

On the big stock ranches, in the northern section of this melon-slice, life is casual, hospitable, and completely individualistic. Horses, of course, are the basis of the dude-ranch economy. If you have never ridden, the cowboy is an efficient teacher. In a week's time or less, he will show you how to handle your horse and yourself, with, perhaps, some public and more private amusement at your efforts.

If the cowboys like you, you will have fun. If they don't—they will have many and subtle ways of showing it. Their casual, outdoor upbringing has given them an easy aloofness. But the same life has made them open-hearted, friendly, and gay with those they like. The "My good man, I'm the lady of the manor" attitude is the one they watch for; and, if you adopt it, they will leave you coolly alone, though you have six million dollars.

Since you spend much time on horseback, the luggage you take should be filled with practical, sturdy clothes.

Eighty per cent. of the dudes, says one Wyoming ranch owner, bring fancy riding-clothes which they never

OUT WHERE THE FUN BEGINS

wear; the nearest ranch town can outfit them with perfect suitability.

On a ranch, you will live in levis —the blue jeans made by Levi Strauss, with the name stamped on the shiny buttons. With them, you will wear a bright cotton shirt (buy half a dozen), a brilliant bandanna knotted around your throat, and a wide, creaking leather belt. Tuck your levis, which cost about two dollars at a Western store, into high-heeled, calf-length Western boots. Much more practical than the gleaming, photogenic Eastern boots, these may be decorated or plain, and will cost from around eight to thirty dollars. A broad-brimmed Western hat (which you have undoubtedly sworn you will never wear) is an essential.

There will be dances at the ranch-house, in a big, beamed lounge, in front of a great log fire, and you will dance in levis and boots as soon as you are used to them. Since these Northern ranches are usually at high altitudes, take along woollen slacks, sweaters and warm jackets. If you expect to go on overnight pack-trips, it is wise to take along a sleeping-bag, since most ranches charge extra for them.

In Wyoming, there are camping trips and long moonlight rides up into the hills, with steak fries. Camp-fires make great, soft blossoms on the buttes at night, with groups around them, singing to the quiver of a guitar. You will find splendid fishing, for rainbow- and cut-throat trout, and small-mouth bass. You may fish all summer long, and a non-resident fishing licence is $3.

The Wyoming ranch season is, roughly, from July 1 to September 15. The month of June, however, when the air is still cool, and translucent as the crystal of a burning-glass, sees the valleys buried under the blue of lupine and bluebells. In October, there are hunting parties, when the elk, moose, and bear begin to come down from their summer resorts in the higher mountains.

The giant Teton Mountains, in the northwestern part of Wyoming, are always brushed with snow. From the little log church at Jackson Hole, where, instead of a stained-glass window, there is a great sheet of plate glass set into the wall in back of the altar, you may lift your eyes to the hills—in this case, the jagged, lovely Teton range.

One of the best things about a ranch vacation is that the approximate cost may be narrowly figured before it begins. There is a wide range of prices, so that whatever your current financial condition, you can probably dovetail a ranch holiday into it. One of the least expensive ranches, in New Mexico, has a weekly rate of $15 for board and room in the main house or a cabin, with a connecting bath. The use of a horse is $1 an hour, or $12 a week, which includes the companionship of a guide.

At the other end of the price scale is a huge, modern establishment in Arizona, which accommodates one hundred and (Continued on page 110)

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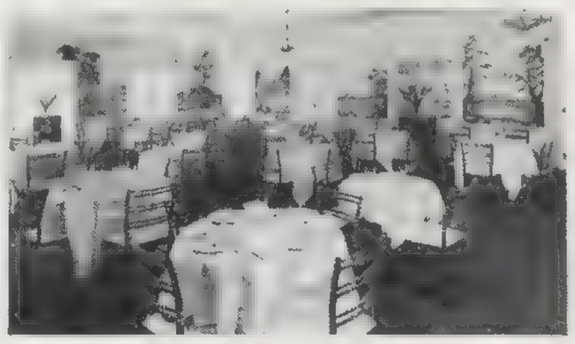

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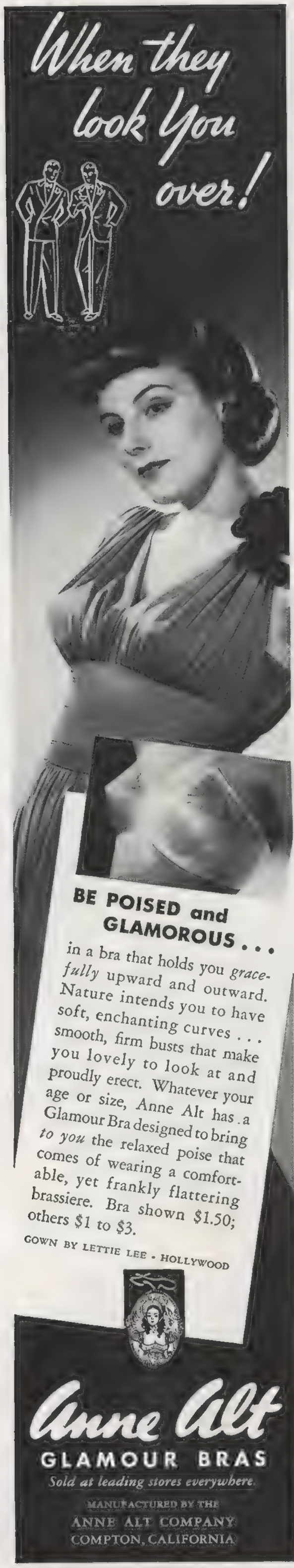

VOGUE COVERS THE TOWN

Mexican art exhibit

The Museum of Modern Art has once again given proof of its unique faculty for the painless presentation of serious subjects. Not that we are saying that they are frivolous—certainly NOT—but—well, just witness their Mexican Art Exhibition. (You can witness it come May 15, when it opens.)

The Museum imported three box-carloads of Mexican art—twenty centuries of it—and then found that they didn't have enough room for all of it indoors. So they let the exhibition spill itself over into the garden—and the result is a Mexican fiesta. The trees in the garden are hung with fiesta ornaments—tin, wood, straw, and paper ornaments (when the Mexicans go a-fiesta-ing, they do it up very brown indeed)—and the garden is full of little booths like those in a Mexican open-air market. We thought it was a pity that they couldn't have fireworks and sell things, so it would be *just* like a Mexican fiesta market, but the Museum said that, after all, they *were* a Museum.

The garden is part of the Folk Art Section of the Exhibition—there are three other sections: the Pre-Spanish (very, *very* old), the Colonial (from the Spanish Conquest to 1820), and the Modern. Miguel Covarrubias supervised the section on Modern art, which includes the work of Mexico's greatest contemporary artists—Orozco, Rivera, Angel, Covarrubias himself, and many others.

The Museum has practically turned itself inside-out for this exhibition—the second and third floors have been torn down and rebuilt with new partitions, and the pale walls of the Italian exhibition have been repainted in dark, rich colours—mahoganies and maroons.

The young things go . . .

To the Coq Rouge for luncheon (chicken hash is ecstasy here) to meet and gossip with débutantes post and present...to La Rue for easy dancing and a person you enjoy talking with...down-town to Asti's for Italian arias served with your food... to the Stork Club (particularly when you don't feel like conversation) to watch celebrities glitter...to the Nine O'Clock Club to look at each other....

...To the Beachcomber's for a "zombie," one and no more...to the Iridium Room for a luxurious evening of waltzes and space to dance in...to the Russian Kretchma on Fourteenth Street for candle-light and romance... to La Conga for the hottest Conga chain in town...to the Famous Door for swing...to Café Society for "boogie woogie" music...to the Persian to hear Eddy Duchin's piano, and to see Paul Haakon dance his virile, leaping dances...to Le Ruban Bleu for sophistication...to Hamburg Heaven to come down to earth.

Parents and holidays

Birds and Bees and Flowers—and Other People's Children—they all come into your life together. For with the promise of summer, you find that your children have become gregarious, and that they are never to be seen alone any more. And with that promise of summer, you find that you must fulfil other promises—promises of excursions and outings—and of finding an answer to the clamours for Something to Do. So take your children—and Other People's—on excursions. Children are the world's natural tourists—they love to explore, and to stand and stare.

Here are a few suggestions—for activities in and around New York. We hope that they will help you to be Unharassed and Popular Though a Parent.

Besides the old standbys—which can never really be replaced in the children's hearts—the Zoos, Coney Island, the Fair—there are the special children's movies, theatres, and marionette shows.

The Aquarium—a perennial favourite—can be the starting-point for a longer trip—take the boat to the

How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. Please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

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328	2.00	8714	.50
S-4231	1.00	8715	.50
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Broken nails MAY MEAN BROKEN Dreams

Just one broken fingernail and the latest loveliest shade of polish won't make your hands look well groomed for that important occasion . . . if your nails break, split, or get ragged at the edges, try using TIPTEX. This wax-free penetrating liquid helps to strengthen the matrix thus helping to make the nails break-resistant so that they can grow long and stay long. Dries quickly, transparent, so will not affect polish . . . softens cuticle, too. Use TIPTEX daily.

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WERE YOU cross THIS WEEK?

Probably with good reason—fatigue, strain, "nerves". But if you had been relaxed, *nothing* could have goaded you into cross words. Vitalator will help you through life's bad moments. Slipped over your hand, it imparts Swedish-massage vibrations to your fingers. You can stimulate blood, relax taut nerves, right an upside-down world in no time!

THE HEALTH WAY TO GOOD LOOKS

You, like other women — and men — will marvel at Vitalator's many benefits. It's wonderful for scalp massage, relief of headache, backache, muscle ache, tired feet, colds. Use it to attack fat, to stimulate flabby tissues and gums. Ask for a free demonstration.

In drug and cosmetic departments of stores everywhere

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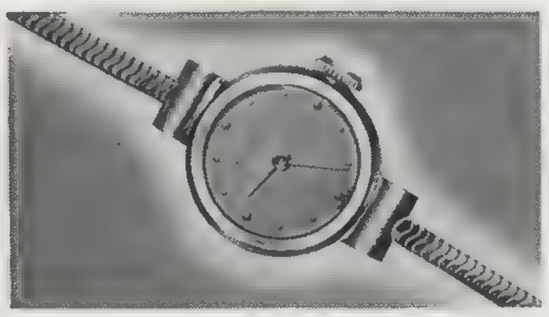

A compliment to good taste—this latest creation by Patek, Philippe—where classic simplicity of design cloaks sheer perfection in watchmaking skill. Gold snake bracelet with matching dial and raised gold dots. One of an illustrious line of Patek, Philippe watches for men and women—with century-old reputation for fine workmanship behind them.

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VOGUE COVERS THE TOWN

Statue of Liberty (the boats run from the Battery every hour on the hour)—the children will love climbing up and down the Statue, of course, and it will give them a magnificent appetite for lunch. Once in that locality, take them to lunch at Fraunces Tavern, and combine a little American history painlessly with their meals. The Tavern was already a well-known hostelry when George Washington said goodbye to his officers there in 1783. The Tavern is on the southeast corner of Broad and Pearl Streets.

Shorter and less strenuous activities are such things as a look at Information Centre's little railroad and map of Manhattan, opposite the Grand Central. Then a look at the world in the Daily News Building, in East Forty-Second Street. No matter what time you go there, you'll always find a few fascinated urchins hanging over the big globe or one of the maps or dials—just watching the world go along.

That's all just around the Chrysler Building, so a trip to the top of it is in order. Or to the top of the Empire State Building.

Then there's the Museum of Science and Industry (at Rockefeller Plaza). Practically everything in the Museum has a button which can be pushed to start a gadget working. Specially recommended for inventive little boys who have to SEE what makes things go.

The Natural History Museum (Central Park West at Seventy-Seventh and Eighty-First Streets) is another good idea. The Museum attendants simply LOVE to answer questions, too. Straw vote said that what the children best like and longest remember are the skeletons of prehistoric beasts.

Taking the children to watch a broadcast—even quite a minor one—will give them a lot to think and talk about for days. And for the more serious-minded older ones, there is the breath-taking experience of the Planetarium.

Finally, we beg to remind you that for almost a hundred years, Rumpelmayer's has been offering Elegant Tea to the small fry of two continents—not only in New York (50 Central Park South)—but also in Paris and London. Rumpelmayer's is a Special Treat—Elegant Tea consisting principally of choosing your own cakes (these are Elegant, too). This is one of our favourite tea-places, too, so don't think that we are suggesting it is only for children. Quite the contrary, it is its extreme grown-upness which makes it elegant. This is suggested for well-behaved and all-dressed-up little boys and girls.

There are lots of other things to do and see—these are only a few suggestions. A great satisfaction will be yours—a day well-spent that the children will long remember. Furthermore, we guarantee that your children's friends will approve of you. And what more could any parent ask?

Persian Art Exhibition

Six thousand years of Persian culture are represented by over two thousand, five hundred masterpieces of art in the Persian Exhibition. Thirty-six museums and over sixty private collectors have sent their rarest pieces—the total value of which amounts to over ten million dollars.

The Persian Exhibition is at the old Union Club (Fifth Avenue and Fifty-First Street), and is being held under the auspices of the Iranian Institute.

Included in the Exhibition are priceless carpets (five of the world's twelve most famous Persian carpets), textiles, ceramics, manuscripts. Also included are many archæological discoveries made during the last ten years at Iranian sites by American expeditions.

Iran can boast of man's longest cultural tradition—and this Exhibition illustrates the extent of the world's indebtedness to Persian culture.

When you go—for go you must—notice the special lighting effects. Their purpose is to reproduce the brilliant light of a June day on the high Persian plateau—so that the exhibits appear, literally, in their own light.

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Makers of Exclusive Silver Designs for Fifty Years
PROVIDENCE · RHODE ISLAND

Your hair stays DRY under these unique caps. They look well, too—feel comfortable all day long (Billy Rose's "Aquacade" swimmers wear no other kind)

(*below, left*) "Lorelei," in soft, pliant crepe. *Stays* on without strap. (*right*) Lane "Stay-Dry" in Aviator style.

These "Rings" Keep Your Hair IN · Keep Water Out

● In and out of the pool twelve times a day—seven days a week—all summer long. That's the routine of the "Aquabelles." No wonder they insist on bathing caps that really keep their hair *dry* . . . Seamless Caps, with the patented "inner rings" which seal the water out. Like these professionals, you'll enjoy the all-day comfort of caps that fit snugly without binding . . . and the patented lining that keeps your hair from sticking to the inside. Style? Of course . . . loads of it! And a wide selection of colors to top off 1940's smartest beach wear.

A Selected **RED-SEAL VALUE**

SR

The **SEAMLESS RUBBER Company**

NEW HAVEN, CONNECTICUT

Specialists in Fine Rubber Goods for 65 Years

OUT WHERE THE FUN BEGINS

(Continued from page 107) ten guests in luxurious cabins. Here, the rates are $12 to $18 a day, with meals and lodging, with a private bath. The use of a saddle-horse is $2.50 for two hours, with a guide's services at $1 an hour. This ranch, in the best Hollywood tradition, has everything, with a swimming-pool, skeet-shooting, tennis-courts, and badminton.

Between the two in price is the average ranch, typified by one in Wyoming, whose weekly rate is $50, including the use of a log cabin, meals, saddle-horse, and guide service. To the weekly rate quoted by every ranch must be added a charge for transportation from the nearest railroad station, which will vary from $1 to $10. The only additional expenses will be laundry, and whatever pack-trips you wish to make.

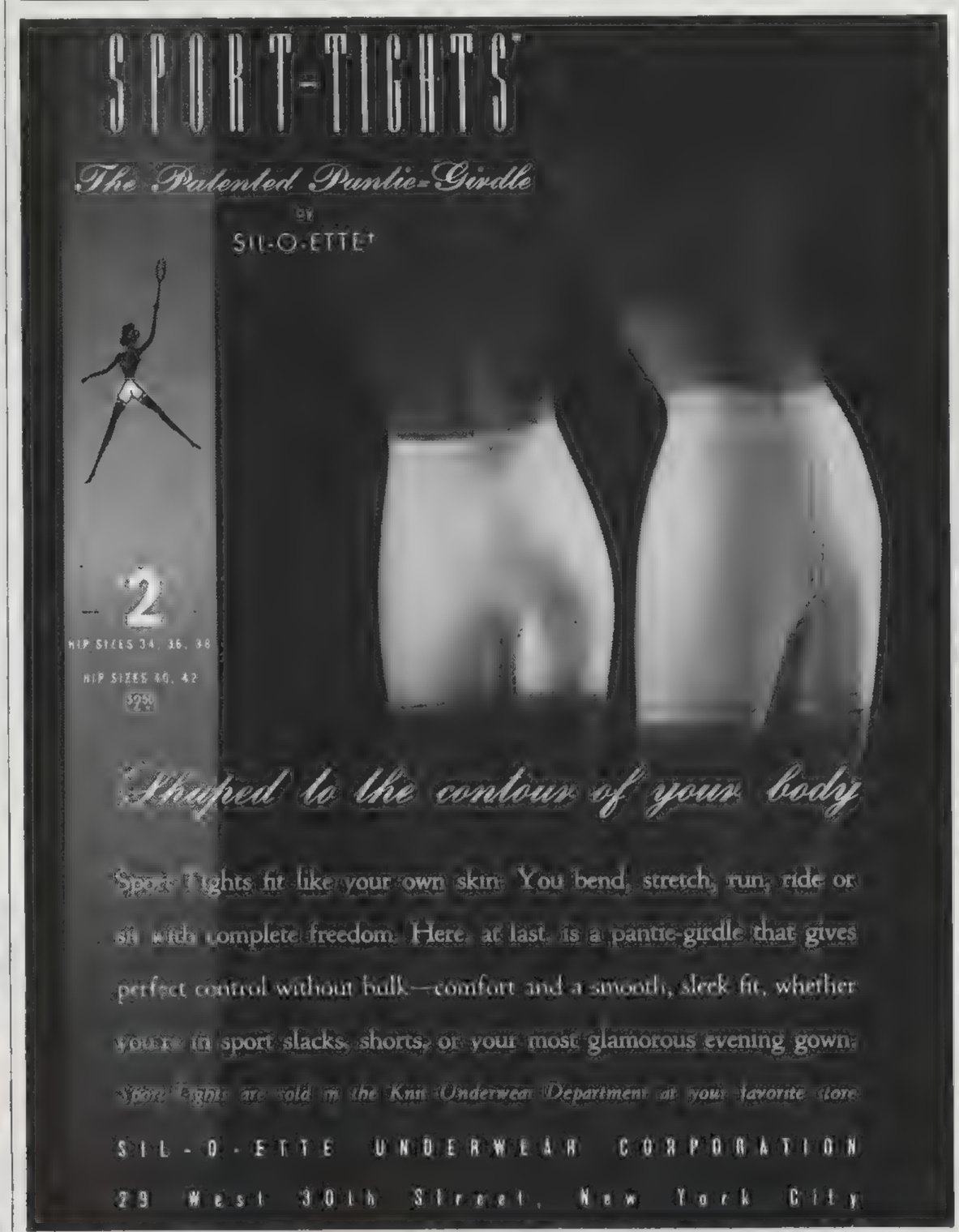
The Southwestern states are thickly blanketed with ranches, big and little, which are popular all the year long. You may be energetic if you choose, for there is good bass- and trout-fishing in the mountain streams, riding, and swimming. The bass season, in New Mexico, lasts from April 1 to November 30; and trout, from May 20 to November 15. In Arizona, trout may be caught from June 1 to September 30, and all other fish throughout the year. In both states, a non-resident fishing licence is $3. There is hunting on these ranches—the brown puffballs which are sage-chickens, and the lively jack-rabbits, which bounce through the cactus beds.

For the Southwestern ranches, the lighter types of sports clothes are best, with levis again for riding. You will want at least two sweaters—one thin cashmere pull-over, and a heavier one, for the cool evening. Bathing-suits, the smarter the better, are a wardrobe necessity.

All the West, magnificently coloured as it is, is the new love of photographers. Almost every dude arrives hung with cameras and seven varieties of lenses. In the northern ranch country, the mountains are splendid, never-moving models, their blazing white caps rising sharply to stab into the unbelievable gentian sky. Stalking animals with a camera is the specialty of one ranch, which every August has a week-long camera pack trip. Then, the elk, drifting down from the up-country, stage their spectacular battles in the valleys, and the black bear and antelope come into the focus of telescope lenses.

In the Southwest, the desert has its own weird photogenic quality. Lying like a smooth golden duvetine carpet to the foot of the mountains, its mysterious, wind-carved ripples, and the cactus with its reaching arms, make modern patterns, fascinating to photograph.

The West, then, has something for every one—health for the convalescent, clean open air for city-dwellers, beauty for those who see patterns everywhere, and an enveloping friendliness for every traveller. It is not surprising that a new favourite American vacation land is the dude ranch, which is so much a part of the Western life.



*Trade mark †Reg. U.S. Pat. Off.

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Vogue's

Advance Merchandise Portfolio. May 15, 1940

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Paris Cable

SHIRT-WAIST TYPE DRESSES IMPORTANT

MOLYNEUX charming, youthful collection based on shirt-waist (chemisier) type dress, bloused, pleated skirt, front button closing, short sleeves, made either in bright-coloured cotton, yellow, jade, rose, or in printed rayon, small navy-blue or multicoloured pattern on white background, or in navy-blue woollen.

PLEATING USED

Various types pleating used: flat, round, from shoulder-yoke; or sun pleats from waist-line; or box pleats from waist or hip.

BLOUSED LINE, NARROW SKIRTS

Suits - bloused, belted, front buttoning up to neck-line, in light-coloured linen with dark polka-dot printed blouse. Silk two-piece ensembles, skirt pleated, jacket new long hip-length, bloused, belted. Newest navy-blue woollen dresses, suits, coats have narrow skirts, tight-looking.

EVENING - COLOUR

Evening: jet-embroidered blue linen jacket. Brilliant pailletted blouse, narrow black crêpe skirt. Charming chiffon golden-coloured or straw-coloured dresses, front-buttoning. Day and evening colours: hyacinth, parma, lavender.

INTERESTING "LITTLE-GIRL" EVENING CLOTHES

PAQUIN collection "little-girl", white, summery. Evening interesting first-communion type cotton organdie dresses, new use white chiffon and guipure lace; also black Chantilly lace over white chiffon. Black chiffon or crêpe embroidered with multicoloured braid, button closing down front. Easy soft fullness. Much white for day. White coat over navy-blue and white small-patterned print. Interesting printed navy-blue and white linen dress. Two-piece printed ensembles, pleated skirt, length unchanged.

ANY PART OF THIS CABLE MAY BE QUOTED IF PRECEDED BY: "VOGUE'S PARIS CABLE SAYS"

Vogue Views
AUTUMN SHOE

The strength and variety of which will depend on the promotion you as retailers put behind them

THE BROWN FAMILY

Brown is the logical second to black for autumn shoes. There's the basic dark brown which you'll sell in reptile and calf for country and casual town shoes. And if you promote it, you'll sell it in suède for more formal shoes for later-in-the-day wear. There's cordovan, the rich reddish-brown, good in smooth leathers, that will appeal to your sophisticated customers. There are the rusts, or toffee, or light, bright brown shades that will be especially good in the early fall for wear with tailored grey clothes. Each of these shades in the brown family plays a different rôle in the fashion picture. Make these differences clear to customers. Or select one brown to be worn in one way and give it a store-wide promotion.

OTHER COLOURS

Dark wine-red is the natural autumn follow-up for all the bright red in the fashion picture now. It will undoubtedly be good in shoes, especially of the country, tailored-town genre. Navy-blue is becoming more and more an accepted autumn shoe colour in the high fashion brackets. Green shoes will sell for country wear with tweeds. This colour can also be promoted for town shoes, either casual or more formal, if your customers are fashion-wise. And if you want a truly sophisticated colour to promote, take taupe-grey, and recommend it to be worn not only with grey clothes, but with a navy-blue suit, brown, even black.

Watch touches of colour on shoes—deep red on black or navy-blue, dark green on brown—and remember that in the case of town shoes these accent colours are best when used modestly. Also look for touches of gunmetal on black shoes, and perhaps shoes of all-over gunmetal.

And of course you will remember that no matter how exciting colour may become, black will again be the favourite autumn shoe colour both for fashion and volume selling.

COLOUR FOR LATE DAY

When Vogue is asked, as it so often is, "Will wine-red be good?" "What about green?" "How strong will brown be?" we reply that questions like these can't be answered in a few words. They must be qualified. Many factors come to play before a colour can be said to be "good," and often it is impossible to foresee all of these factors in advance. There is, however, a general rule that applies to colour in shoes, as far as general rules ever apply.

The greatest acceptance of colour is in play shoes. There is ready acceptance for coloured sports shoes. Colour in town shoes can be sold with a little promotion. The least acceptance is in shoes for late day, more formal clothes. It might be said (excluding the evening shoe picture) that the more informal the shoes, the greater the possibility for colour. In reverse, the more formal the shoes, the more classic the colour choice is apt to be, and the greater the need for promotion of special colours.

FASHIONS

PROMOTION

Women can be led to wear more coloured shoes, to have greater variety in leathers, fabrics, silhouettes, and types of shoes. They can be made more aware of the subtle suitability of a given shoe for a given type of costume—thereby necessitating more pairs of shoes in their wardrobes—thereby making more sales possible for you.

But don't expect miracles. These things will only happen as a result of carefully-timed, earnest and repeated promotion on the part of department and shoe stores. Look at these pages for shoe fashion possibilities. Then, when the time comes, tell your customers, through your advertising, in your displays, through your salespeople, to wear, for instance, dark brown shoes with "dressy" clothes. Inspire them with the idea of wearing taupe-grey shoes with a navy-blue or brown suit. The less obvious the fashion, the greater the need, in your promotions, to supply your average customer with the courage to do the unusual. It's up to you.

THE WEDGE CONTROVERSY

Of all the questions asked in the shoe world at the moment the one most frequently heard is, "What will become of wedges?" Vogue believes in the wedge. We believed in it when we first introduced it in our "Uplift of the sole" story in the January first issue, 1938. We confirmed this belief in our story "The Wedge has Entered", May first, 1938. We have consistently shown wedge-soled shoes for the past two years. The wedge is a sound fashion—for comfort it is unequaled; from the point of view of design it is a logical and functional device for propping up the foot. For these reasons we believe the wedge is destined to continue.

But whenever a fashion, however good, is overdone, there is bound to be a reaction. The wide and unqualified acceptance of wedges, for all types of shoes, which has occurred in certain circles of the industry, in certain parts of the country, gives us pause. Wedges, at this writing, are rapidly getting into the Ford class. If this continues, we predict a reaction before snow falls again. And we predict that this reaction will leave untouched the fashion for a wedge heel on those shoes for which it is most suitable—namely country and play shoes, casual, tailored, low-heeled town shoes, and low- and high-heeled dinner shoes. There is strong evidence that interest will continue to centre around the soles and heels of shoes, and Vogue believes that wedges will fulfill their natural evolution by remaining in the American Scene on those shoes for which they are most logical for many seasons to come.

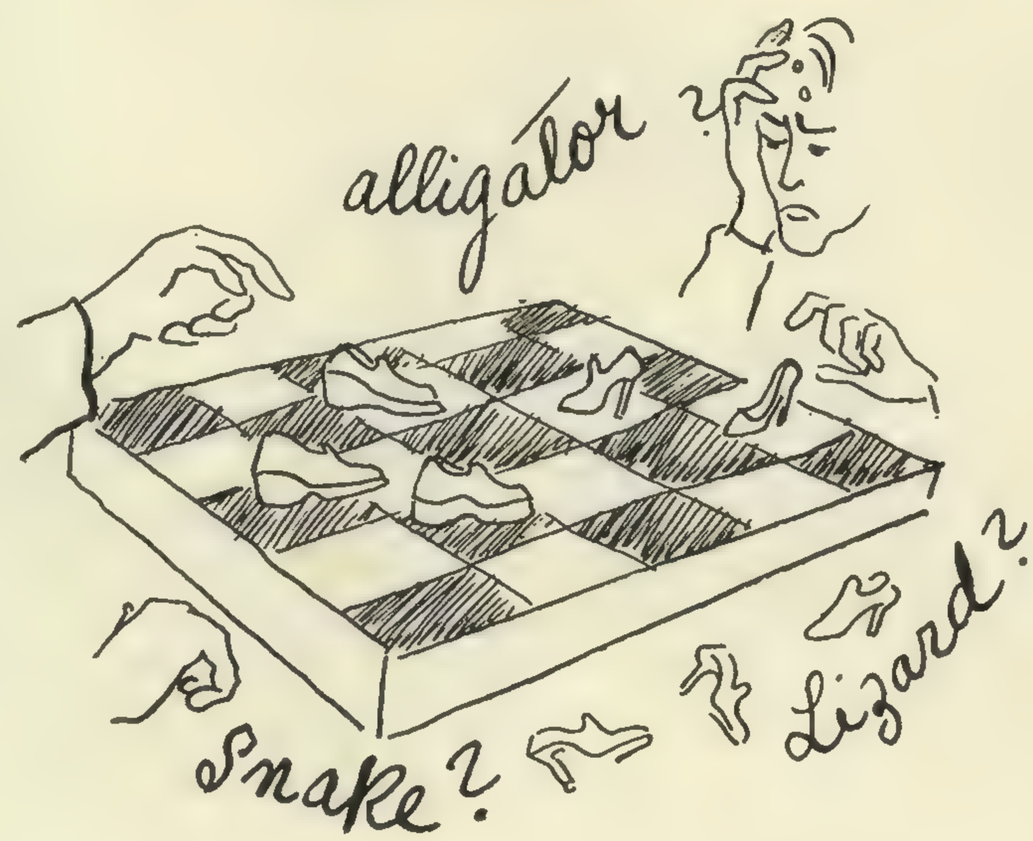
LEATHERS AND FABRICS

Country and casual town shoe leathers will include the reptiles, especially alligator, reversed, grained or smooth calfskin, sometimes with a "bootmaker" finish, and perhaps pigskin. For general town wear suède will lead, as usual in the autumn, and will frequently be relieved with touches of patent leather, calf, kidskin, lizard or faille. Antelope and kidskin will continue to appear for softer, formal-day, informal-evening shoes, and there's possibility in this category for shoes made of gabardine or faille, trimmed with braid.

THE FEMININE TREND

In keeping with the trend to increasing femininity in clothes, shoes for autumn will have a lighter look. This does not mean that the "clumsy," sabot type will not continue. It will certainly continue to be worn by smart women in the country and occasionally in town, but these same smart women will, when autumn comes, more frequently choose, for general day wear, a more smoothly moulded shoe with a more lady-like appearance.

The exception to prove this rule is the growing interest in the severely mannish type of shoe, of which there are more and more interesting examples to be found right now, both in the European and American markets. This is a trend to watch, as it may grow and develop in counterpoint to the feminine trend.



PROMOTIONS OF THE FORTNIGHT *and window-display ideas based on this issue*

Vogue says: "Nylon stockings will wear a remarkably long time, under the right circumstances."

Vogue says: "White—the colour that compliments the fair, dramatizes the dark."

Vogue says: "Dotted green dimity, a photograph-album dress when company comes."

Vogue says: "Above-the-knee play skirts, last-autumn college fad, is this spring's lively young fashion."

LAUNCHING NYLON. On pages 67 and 105 are set forth the facts and fables about nylon stockings, awaited with bated breath by stores and their customers throughout the country.

These are the chief points which your salespeople should realize and stress in selling the stockings: the right size (in foot and length) is absolutely essential, because they return to their original shape; and customers should buy the weight comparable to that which they would choose in silk.

To help avoid customer-dissatisfaction, take the chief points in this article, have cards made for them, and display them on your counters. And be sure your salesgirls know all the answers!

FOR EVENING. Summer débuts, summer dances, summer graduations—all cry out for ever-promotable white. You'll find a few lovely examples on pages 72 and 73, as a starter for your own promotions. And for your window-displays, cut out a regimented string of shadow-men, paste them on a white back-drop, and let your mannequins, floating in white, be silhouetted against this stag-line.

For less formal promotions, note that dolman sleeves have staged a dramatic come-back. (See pages 64 and 65.) They have a definitely Turkish flair, cut from a fitted bodice. Mannequins with arms akimbo would make cunning pointing-up displays.

FOR THE YOUNG. The younger-younger-generation take bows on pages 68 and 69, looking, of course, so adorable, you want to eat them! They're dressed up in their Sunday-best, because company's coming. That's when proud parents produce a camera!

We think it would be attention-attracting to set up your windows to look like a photograph album! Have a black backdrop, painted to look like the page of an album, and cut deep inserts for your Liliputian mannequins. White outlines for each "picture," and black strips across each corner to (apparently) hold the "pictures" in, would complete the illusion.

FOR THE BEACH. Here are three well-defined beach promotions for you, based on fashion news. First idea: dance attendance on the "ballerina" skirt, darling prima donna of Palm Beach, and *la première danseuse* of summer. In your window-displays, dress your mannequins in ballerina bathing-suits and play dresses (many of which are collegiate above-the-knee ones), and line them up along a dancing bar, striking ballet poses. (Pages 56 and 57.)

Second idea: the dash of the hunting-field transferred to the beach via side-saddle drapery. (See pages 48 and 49.) It has a very New Look, that wrapped-to-the-side-and-lifted movement. Try mermaid-mannequins seated side-saddle-ways on rubber sea-horses for your windows! (A side-saddle window embracing an entire wardrobe would be effective, for it's a red-hot news line!)

Third idea: "Dividing Lines" on pages 54 and 55. Mannequins in shorts, slacks, culottes, against a striped background like ours should curry dividends!

COLLECTED FOR THE MARKET BASKET

News items of special interest, and cosmetics to tie in with your anti-hot-weather promotions

WAIST MEASURES: a red belt, fastened with quaint gilt hooks and eyes. Town-or-country accent. Ormond, 5 E. 9th St.

FUR-SOFT is this very simple, swagger beach coat. It's candlewick—but a new kind: close-piled and downy. "Erminette" is the fabric's name. Candlewick House.

BY HANDLE-LIGHT: there's a light at the bottom of the "Lucite" handle of this umbrella, to combat rain and darkness at one smart swoop. Siegel, Rothschild, Gans.

GLOVE-FIT for a new slip! This hand-made silk slip fits as snugly as though made-to-order. And why? Because (wonderful idea!) the back of the bodice is entirely made of lace-with-"Lastex". The slip goes over the head easily, without benefit of side fastening, and smooths over the torso with this year's moulded look. It is from Albert S. Khoury.

FOR SUMMER TANS: We think that there is always news in special powder shades for sun-exposed complexions. House of Westmore's contribution to summered skins is Westmore Tan, dark enough to match the sun's work, but pink enough to be flattering.

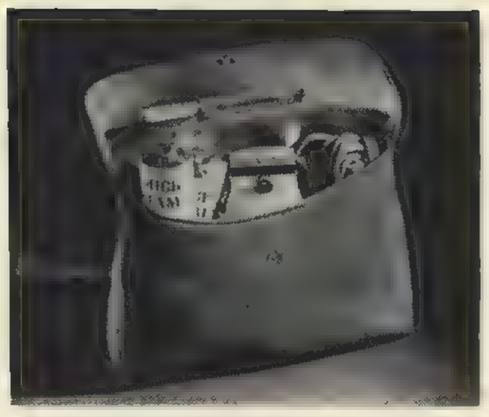
THREE NEW SHADES of nail-polish are introduced by La-Cross to tally with summer ready-to-wear and accent shades: "Sail Red" (to highlight blues), "Red Sand" (effective with a deep suntan), and "Pirate Red" (especially good at night). They're all in the attractive new cylindrical transparent packages.

AN ALL-OCCASION standby is Darwin Cream, a summer soother that your customers should put on the "must" list.

Its uses are manifold: it can prevent sunburning, but permit a gentle tan; and (if it hasn't been used in advance) it helps heal the sunburn. It rebuffs chapping and windburn. It relieves hot feet, aching after a hard tennis game. You see, it does just about everything.

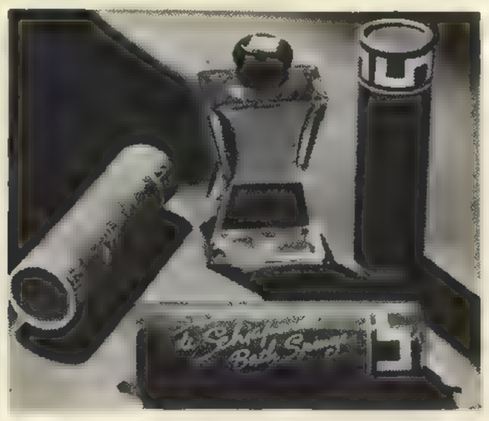
The cream is immediately cool to the touch—just smoothing it on makes the acher feel better. Give it a worthy promotion: it's a cover-all-contingencies cream that should see everybody through a vastly refreshed summer.

Super-flattering Rose Beige Finishing Lotion, and super-smooth Red Rogue Lipstick by Primrose House.



Snug-as-a-bug in a carry-all: Lady Schick electric razor and two creams for softening and bleaching.

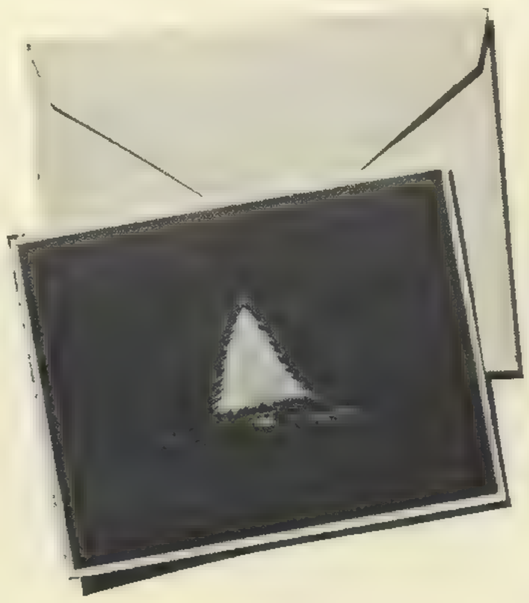
Hedwig Orlik introduces "Fleurs" (Cologne) and "Huile de Bain", to complete Sans Nom's perfume trio.



Schiaparelli's new lily-scented Salut Eau de Cologne and Bath Sponges (incipient wash-cloths).

Heat-combaters: Dorothy Gray's Hot Weather Cologne, "Sweet Spice", and "Floral Fantasies".

Frostilla hand lotion in its stunning new bottle that won a prize in the recent packaging show.

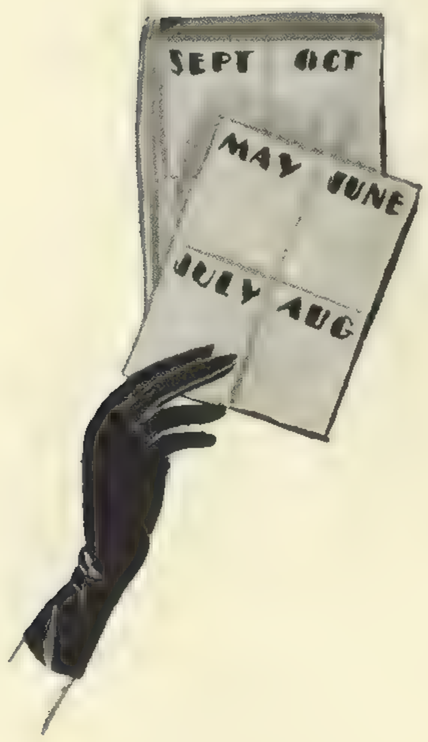


CRANE had such success last year with their individualized Christmas and greeting cards that they are continuing this group.

We have illustrated a few types from the great number of attractive new designs: there are cards with decorative designs, cards with simple engraved greetings, and cards with contrasting coloured borders. There's enough variety to satisfy all tastes! We think you should promote them as double-purpose cards, since they're also grand for thank-you notes.

AUTUMN GLOVES

Diversified interest in length, colour, material, and design.



Glove news this year is a mixture of style facts and world trade conditions. Buying quandaries have arisen because of uncertain shipping dates in foreign leather and glove markets. Therefore, plan your promotions well in advance. Glove colours should be related to other accessories, or basic costume colours.

ABOUT LENGTH: Promote 8-, 10-, 12- (a few 16-) button-length gloves for dressy afternoon and evening. Medium lengths (4-, 5-, 6-button) for volume. Wrist length (and 1-, 2-button) for tailored-town and country-sports.

ABOUT COLOUR: Basic shades: black, white, brown, rusty-tan, natural-tan, dark wine, navy and dark green. Special colours: bright red, olive-green, mustard-gold, battleship-grey, sandy-beige, bronze-brown, plum.

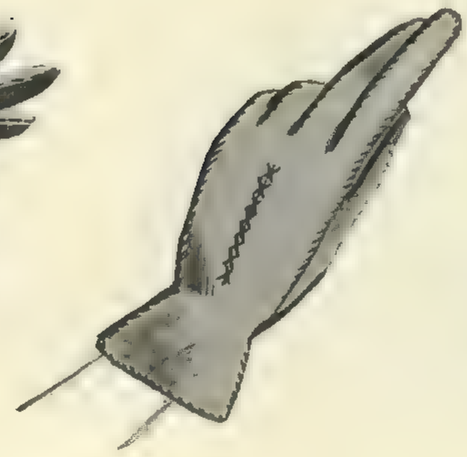
ABOUT LEATHERS: Doeskin and suède finishes are fashion "firsts". Glacé kidskin and light-weight capeskins are due for a renaissance. Bulky types are: pigskins, goatskins, heavy capes, and mochas for fashion volume.

ABOUT PATTERNS AND DETAILS: Classics, inevitably right in all lengths. Many turned-over cuffs. Button ornaments and buttons that "work". The new "belted wrist." A one-seam glove is promotable. Combinations of two materials or colours: faggoting, new stitchings, goring, and pleating are selling points.

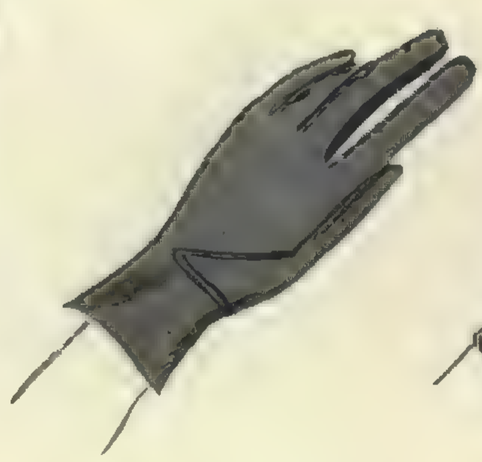
Natural stimulants are the very, very short—and the long.
The longer-than-medium for fur jackets.
Trend to bulkier leathers in "comfortable" gloves.
News! Nipped-in wrists and long-torso fingers.

Notice to buyers! The weight of a new leather may be the winning feature in a fall glove success.
Promote accent colours for early selling.
Mittens have barely scratched the surface for volume.

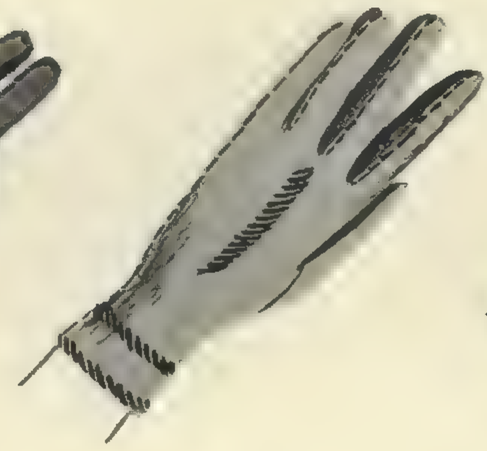
HAND-MADE in contrasting leathers and colours. Stitched long-finger line. Novoglove.



PIGSKIN with gathered wrist and flared top. Hand-whipped edges. Mark Cross.



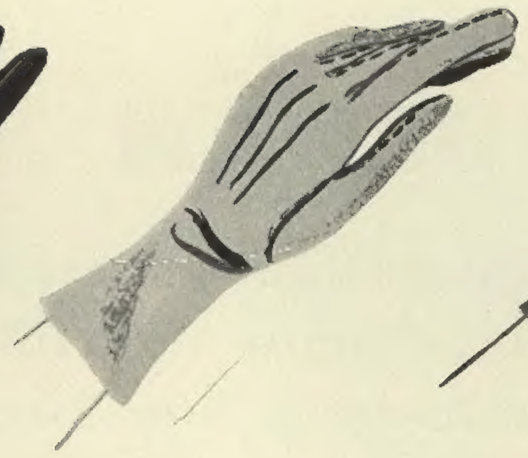
KISLAV slip-on with new wedge thumb inset in rust-brown leather. Norman Blum.



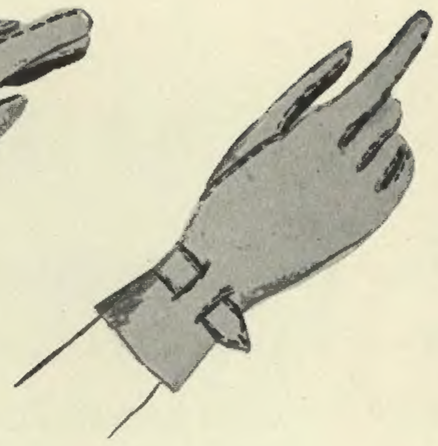
GREY-BEIGE washable mocha. Strictly man-tailored one-button glove by Superb.

SIDE-FASTENED short glove of Kidtext. Leather-covered button. By Ireland.

EASY TO SLIP ON, with vent on back of hand outlined by tucking. Superb.



BULKY SEAMING on a classic pull-on of pigskin. Town or country. Wear-Right.



BELTED WRIST that "pulls in" to fit. The colour, "Wild-oats", in pigskin. By Speare.

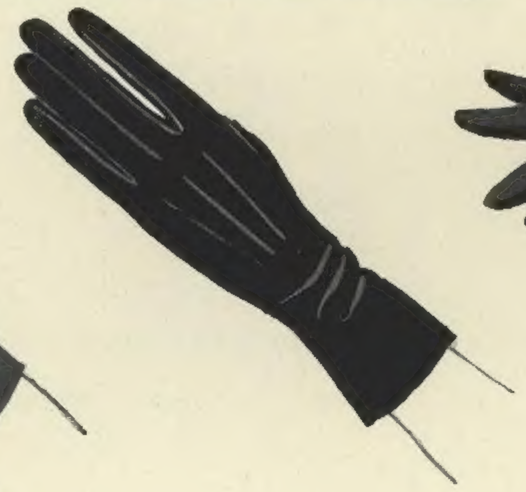
QUICK CHANGE, a Merry Hull glove with a little pocket for bus fare. Daniel Hays.

MITTENS, curly lambskin, palms of bright-coloured suède. Back to school. Bacmo.

DIAGONAL SEAMS on classic glove give illusion of slimness. A Meyers Make.

TWO-COLOUR hand-made Lavando, in moss green and red. Metal button. By Ireland.

SLIP-ON, shirred wrist, double-woven Amersuède, four-button length. By Van Raalte.



LAVORE washable classic, slip-on style that is indispensable. By Bacmo-Postman.

SOFT CAPESKIN, glacé finish—the ever-popular five-button length. From Speare.

CLASSIC eight-button length glove in washable Llamello. From Acme, Gloversville, N.Y.

MADRA LEATHER in a five-button slip-on for all-purpose wear. From Hansen.

FRENCH FAGGOTING trims back and "keyhole" thumb on a long glove. Aris.

WRIST VENT, snap-button closing in a double-woven cotton glove. From Kayser.

LONG, copper capeskin, with black stitching, cuff-band and fourchettes. From John Fuchs.

DISTINGUISHED, suave—a nipped-in wrist with covered button. By Guibert Frères.

BEIGE washable Kislav, hand-stitched. Outside seams accent length. Norman Blum.

CUFF, scalloped and turned back for sophisticated dress. Important colours. By Aris.

DINNER GLOVE of suède. The pleated flare is piped with gold kidskin. Novoglove.

WHITE glacé kidskin, gold kid insets, discreet evening or semi-formal glove. Fownes.

VOGUE POINTS TO SUMMER

For the four quotations mounted on free cards, write Vogue Merchandising Service, 420 Lexington Avenue, New York City

VOGUE SAYS: "White compliments the fair, dramatizes the dark."

VOGUE SAYS: "Select a wardrobe of flexible two-or-three-piece costumes."

VOGUE SAYS: "Red and white, summer's cool favourite."

VOGUE SAYS: "Ballerina skirts throng the beach."

ADDITIONAL QUOTATIONS FOR YOUR OWN CARDS AND FOR ADVERTISING COPY. NOT AVAILABLE ON FREE CARDS

BEAUTY

Did you know that for the year 1939, Vogue carried 18% or 40 pages more beauty advertising than any other woman's magazine? Tie your beauty promotions to Vogue to increase sales.

READY-TO-WEAR

Vogue says: "Romantic but uncloying white for parties."
Vogue says: "Wrapped-to-the-side is an utterly new skirt line."
Vogue says: "Something spectacular—the new clothes draped like side-saddle habits."
Vogue says: "Entries for race-goers: a silk dress or a suit of bengaline."
Vogue says: "Soothing, cool to the eye, an American natural, is beige."
Vogue says: "A deliberately simple blouse and skirt for city avenues, country terraces."
Vogue says: "For dinner, long shafts of dresses with long, long sleeves."
Vogue says: "Dove-grey alights on the summer scene."
Vogue says: "Brown-and-white, that non-cloying, decisive duo."
Vogue says: "Gingham is a heat-waiver for town."
Vogue says: "Imperturbable whipcord for town."
Vogue says: "Shirt-waist dresses are easy to slip into, always look neat."
Vogue says: "It's 'natural' for summer."

MILLINERY

Vogue says "You'll want a collection of pastel felt hats this summer."
Vogue says: "The beau-catching pale felt hat is back."
Vogue says: "Wear pastel felts with town suits and prints."
Vogue says: "If you're young, wear your pale felt hat pushed back, if you're older, tilted slightly forward."

SPORTSWEAR

Vogue says: "Surprising new combination—long sleeves, bare midriff."
Vogue says: "Knee-baring skirts like your old college fad."
Vogue says: "Choose mixable wardrobes."
Vogue says: "Slacks tailored faultlessly to feminine architecture."
Vogue says: "Shorts flatter slender tanned legs."
Vogue says: "Culottes have the look of a skirt and the comfort of trousers."
Vogue says: "Stripes as gay as a merry-go-round."
Vogue says: "Side-saddle drapery insinuates itself into play-clothes."
Vogue says: "Dividing lines in play clothes—slacks, shorts, culottes."

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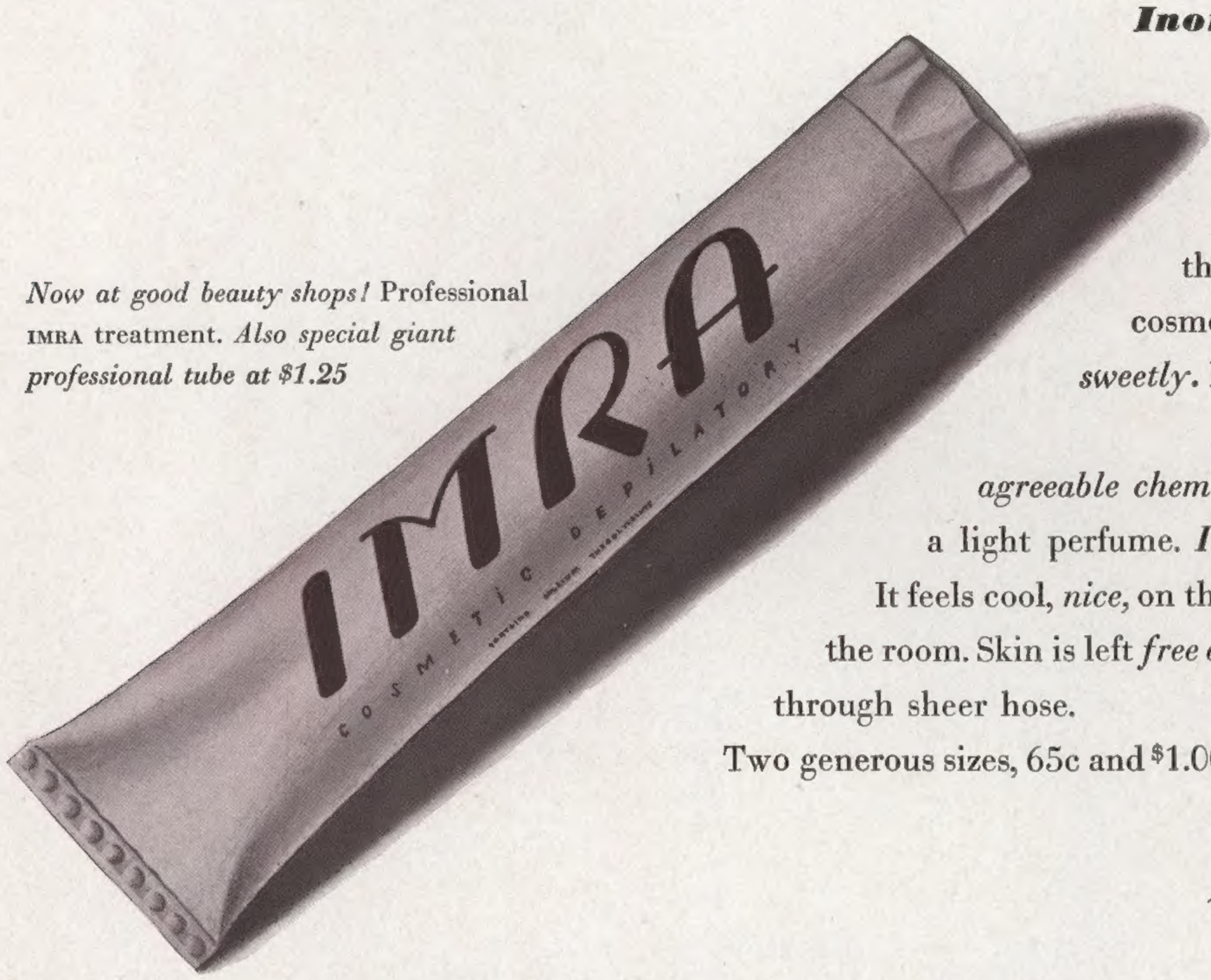

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Mrs. Oliver De Gray Vanderbilt III

"THE MILDER THE CIGARETTE, THE BETTER—
SO OF COURSE, CAMELS ARE MY FAVORITE"

"CAMELS are so *much* milder," says Mrs. Vanderbilt. "In fact, that's what first attracted me to Camels—their extra mildness combined with their fine, delicate taste and the nice, cool way they smoke."

When a cigarette is as mild as Camels, you just *know* it's slower-burning. Take a look at the record of recent impartial laboratory tests shown below—*Camels burned slowest of all.* Camel cigarettes yield extra mildness, extra coolness, extra flavor!

"Every time I smoke a Camel," Mrs. Vanderbilt adds, "I *enjoy* it—*thoroughly*. Camels are gentle even to *my* sensitive throat. Moreover, like *all* Camel smokers, I welcome that extra smoking in every pack of Camels!"

Until her marriage, Mrs. Oliver De Gray Vanderbilt III divided her time between New York and the South. She is now making her home in Cincinnati—will soon join the summer colony on Long Island. Mrs. Vanderbilt has a piquant Southern beauty—and a Southerner's talent for gracious living. She takes pleasure in running a household, entertaining, welcoming friends "just dropping in for a chat and a smoke." She says: "My friends enjoy Camels, too. And *I*—well, I can smoke Camels as steadily as I please and never tire of them. They're mild—these Camels!"

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